

AMERICAN NURSERYMAN

Serial Dept.

The Nurseryman's Forte: To Make America More Beautiful and Fruitful

JUN 27 1959

JULY 1, 1959



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AMERICAN NURSERYMAN

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The Nurseryman's Forte: To Make America More Beautiful and Fruitful

VOL. CX, NO. 1

JULY 1, 1959

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See Next Page.



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CONTENTS

Merchandising and Selling, Theme of Florida Course	7
By E. W. McElwee	
84th A. A. N. Convention	8
Action Now, Urged at California Course	9
By Richard B. Kilner	
Texans Survey Trade Developments	11
By R. E. Odom	
Weigela List Reflects Changing Styles	12
By Donald Wyman	
Rose Research Group Starts Fourteenth Year	14
By Dr. E. W. Lyle	
Plant Notes Here and There	34
By C. W. Wood	
Modernization, Subject at Awards Dinner	55
By Richard B. Kilner	
Pointers on Garden Center Operation	62
Reported by Kenneth Bradley	



Editorial	6	Accepts Carnegie Post	28
—What's Business Worth	6	Postscript on Spring	28
—Disgruntled Customers	6	Cover Illustration	29
—Management Techniques	6	—Acer Senecaensis	29
Shade Tree Specialists	10	A. H. C. Achievements	33
Texas Association's Code Becomes State Law	11	California Association of Nurserymen	44
Coming Events	16	—Los Angeles Chapter	44
—Meeting Calendar	16	—San Fernando Chapter	44
—New York Schedule	18	—Tri-County Chapter	44
—Plan A. H. C. Congress	18	Rename Davis Division	44
—Educational Program	20	San Mateo Prizes Named	44
—Arkansas Meet	22	California Arborists	46
—Louisiana Dates	22	California Notes	48
New York Garden Awards	22	Anti-Billboard Move	49
Obituary	24	Planting Plans Winner	54
—Leland S. Hendricks	24	Texas Law Details	58
—Mrs. Louis Vanderbrook	24	Late Landscape Reports	81
—Julius Rothenberger	24	Tree Firm Adds Outlet	82
This Business of Ours	26	Rose Firm Expands	82
—Exotic Plants	26		

INDEX TO ADVERTISERS

ABA Mfg. Co.	49	Half Moon Mfg. & Trading Co.	81	Pacific Coast Nursery	46
Adair Co., Charles	71	Halpern Bros.	82	Ravensberg, Maurice C.	46
Alanwood Nursery	24	Hartigan, Philip	73	Reasor-Hill Corp.	69
Aldridge Nursery	37	Hawkesmith & Sons Nursery	41	Reliance Fertilizer Co.	55
Amchem Products, Inc.	66	Herbst Bros. Seedsmen, Inc.	1	Reynolds, Harry H.	74
American Landscape School	76	Hess' Nurseries	26	Rickett Nurseries	28
Angelica Nurseries	20	Hidden Valley Nursery	20	Robinson Sales Agency, E. D.	26
Anthony Lake Nursery, Inc.	38	Hill Nursery Co., D.	5	Rootspred	78
Armintrout's Evergreen Nursery	32	Hillmeyer Nurseries	38	Roseman Tractor Equipment Co.	78
Armstrong Nurseries	21-25	Hill's Nursery	58	Rough Bros.	77
Arp Nursery Co.	41	Hobbs & Sons, Inc., C. M.	31	Ryan Landscaping Equipment Co.	68
Atkin's Sons, L.	81	Holly Society of America, Inc.	28		
		Home Nursery	33	Saffer, Al	61
Bagatelle Nursery	22	Homestead Nurseries	37	Scaff's Nursery, Inc.	35
Bailey Nurseries, J. V.	34	Horsford, William Crosby	24	Schumacher, F. W.	39
Ball, Inc., Geo. J.	78	Howard & Smith, Inc.	45	Seaman Bag Co.	79
Barlett Mfg. Co.	72	Howards of Hemet	5	Semmes Nurseries	37
Beardslee Nursery	31	Hoxon Co.	64	Sepers Nursery	24
Bentley's Hardy Plants	35	Humphreys Landscape Service	35	Shade's Nursery	27
Berkery, Inc.	81			Shamburger Nursery, Carl	27
Berryhill Nursery Co.	82	Ideal Nursery & Orchard Co.	40	Shell Chemical Corp.	83
Big BAS-KITS	57	Ilgenfritz Nurseries, Inc.	36	Shenandoah Nurseries	28
Blackwell Nurseries	38	Imperial Nurseries	41	Shepard Nurseries	28
Bloodgood Nurseries	24	Imperial Tag & Printing Co.	74	Sherman Nursery Co.	36
Bobbinck Nurseries, Inc.	30	Iron Mountain Evergreen Co.	39	Sherwood Nursery Co.	45
Bork Nursery	31			Shore & Co., J.	68
Bosley Nursery	35	J-M Trading Corp.	65	Smith Forest Tree Nursery	31
Boulevard Nurseries	22	Jackson & Perkins Co.	20	Smith, Inc., X. S.	72
Boyd Nursery Co.	39	Jewell Nurseries, Inc.	35	Snead Nursery Co.	37
Braukly's Nursery & Landscaping, D.	62	Jiffy Balling Co.	73	Solclair Industries	47
Brick Nursery, L. P.	32	Johnston, William A.	70	Steele's Pansy Gardens, Inc.	61
Bridgeport Implement Works, Inc.	59			Stephens Nurseries	38
Brookfield Gardens	24	Kallay Bros. Co.	32	Sterling Bag & Burlap Corp.	70
Brouwer's Nurseries	28	Keeling Nursery, Forrest	32	Stoller & Co., Harry	54
Bryan's Nurseries	32	Kelly Bros. Nurseries, Inc.	76	Stribling's Nurseries	44
Bulk's Nurseries	28	Kemp Mfg. Co.	39	Suncrest Evergreen Nurseries	24
Buntings' Nurseries, Inc.	28	Kenyon's Nursery	32	Sunderland Pipe Shop	65
		Kingwood Nurseries	46	Supreme Electric Products	70
		Kline, Edgar L.	33		
Cabot, Inc., Samuel	60	Klyn, Inc., Gerard K.	33	Tankard Nurseries	37
Canale's Forest Nursery	28	Krieger's Wholesale Nursery	39	Tennessee Valley Nursery	38
Carpenter & Co., Geo. B.	59			Teufel, Alfred	46
Carriage & Sons, John	46	LaBars' Rhododendron Nursery	30	Texas Nursery Co.	40
Carrollan Nursery Label Co.	78	Lake County Nurserymen's Assn.	34	Thomas Enterprises, Inc.	60
Cartwright Nurseries	40	Law's Valley View Nurseries	36	Tingle Printing Co.	67
Cellusuede Products, Inc.	54	Leavenworth Nurseries	40	Town & Country	28
Chase Co., Benjamin	82	Leeland Farms	24	Traas' Nursery	37
Chase Nursery Co., Inc.	38	Leghorn's Evergreen Nursery Co., Inc.	67	Trischler's Nursery	38
Chick-a-Dee Gardens	46	Leonard & Son, A. M.	80	Turfgrass Farm	64
Chicopee Mills, Inc.	55	Lerio Corp.	59		
Clarke & Co., W. B.	45	Little Giant Pump Co.	63	Ullman Co.	54
Classified Ads	50-54	Lindig Mfg. Co.	49	Understock Nursery	48
Clinton Nurseries	24	Lindley Nurseries, Inc.	40		
Cloversett Farm	58	Lord & Burnham Co.	49	Vanderbrook Nurseries, Inc.	26
Cole Nursery Co.	15	Lovett's Nursery, Inc.	28	Vander Pol Nurseries	30
Commercial Nursery	38			Van Engen's Kalamazoo Gardens Nursery	35
Compton Farm	41	Maloney Bros. Nursery Co.	41	Van Veen Nursery	48
Congdon Nursery, Ivan R.	41	Martin Co., Inc., Joseph F.	34	Vans Pines	35
Corliss Bros., Inc.	22-24	Matthews Nursery	33	Vaughan's Seed Co.	65-67-71
Cottage Gardens	31	Maxwell, Bowden & Rice, Inc.	22	Nursery Co.	18
Courier Nursery Printers	58	McGill & Son, A.	48	Verkade's Nurseries	18
Crimson Dale Nursery	39	McNinch Greenhouses	36	Vermeulen & Son, Inc., John	20
Cumberland Valley Nurseries, Inc.	38	McKee's Nursery	41	Vosters Nurseries & Greenhouses, Inc.	24
Cunningham Gardens, Inc.	34	Meehan & Sons, Thomas	54		
Curtis Nurseries	22	Menne-Pol, Inc.	35	W-W Grinder Corp.	76
		Mentor Rose Growers	33	Wade & Gattion Nurseries	33
DMCP Associates	70	Michigan Christmas Tree Growers Assn.	48	Want Ads	56
Danegger's Hi-Way Nursery, Inc.	28	Milton Nursery Co.	46	Waynesboro Nurseries	40
Darling Co., J. L.	80	Mitsch Nursery	48	Wayside Gardens	36
Dayton Fruit Tree Label Co.	72	Mist-O-Gation, Inc.	80	Weeks Wholesale Rose Grower	45
Deerfield Nurseries	30	Monarch Mfg. Works, Inc.	63	Wells Nursery, Inc., James	26
Del-Mar-Va Nurseries	28	Monarch Shingle Co.	60	Whalley, J. B.	46
Descanso Nurseries	45	Monrovia Nursery Co.	42-43	Whiterock Nurseries	41
Diamond State Nurseries	26	Montebello Rose Co.	40	WhiteShowers, Inc.	74
Dible Nursery, Sam	26	Moran, E. C.	39	Wight Nurseries, Inc.	40
Dirkmaat Azalea Farm	28	Morning Star Nursery	79	Williams, Isaac Lanoley	28
Doty & Doerner, Inc.	47	Morse Co., A. B.	2	Williams & Harvey Nurseries	68
Dugan Nurseries, Inc.	33	Mount Arbor Nurseries	46	Willis Nursery Co.	16
		Mount Hood Nursery	24	Willowbend Nursery	18
Eagle Creek Nursery Co.	33	Musser Forests, Inc.	28	Wilmat Hollies	38
Economy Label Sales Co., Inc.	23	Myers, E. Normand	68	Wilson Nurseries, C. E.	57
Edco Corp.	78			Wirth, Hermann A.	57
Elmer Roses	45	National Rain Bird Sales & Engineering Corp.	32	Woodlot Seed Co.	36
Evergreen Nursery Co.	34	Natrop Co., W. A.	68	Wood Products Co.	69
		New Amsterdam Import Co.	48		
Fafard, Inc., Conrad	54	New Jersey Farm Supply Coop. Assn., Inc.	32	York Modern Corp.	67
Fairview Evergreen Nurseries	28	Newport Nursery Co.	78		
Farley Fences	68	New Yorker Bag & Burlap Co.	19	Zelenka Evergreen Nursery, John G.	32
Ferro Corp.	80	Niagara Chemical Division	47	Zonolite Co.	75
Floc-Flo Engineering Design	18	Nurserymen's Exchange	28		
Floral Gardens Nursery	32	Nursery Sales, Inc.	58		
Flower City Nurseries	32	Nursery Specialty Products, Inc.	63		
Flower Grower Magazine	39				
Flowerwood Nursery	37	Old Orchard Gardens	34		
Forest Nursery Co., Inc.	39	Onarga Nursery Co.	58		
Forestry Associates	48	Oregon Bulb Farms	82		
Forest Seeds of California	41	Organic Gardening & Farming	38		
Foster Nursery Co., Inc.	35	Orr Co., Inc., J. A. T. G.	40		
Frank's Nursery Distributors, Inc.	63	Ozark Nursery Co.	40		
Garden Shop, Inc.	32				
Gardner's Nurseries, Inc.	32				
Gatewood, L. C.	57-82				
Geiger Co., E. C.	40				
Gilmore Plant & Bulb Co.	32				
Gilson Gardens	39				
Goochland Nurseries, Inc.	40				
Grant's Nursery	74				
Green Mfg. Co., Howard C.	39				
Growers Exchange, Inc.	59				
Growers Sign Service	40				
Gulf Stream Nursery, Inc.					

Forms for the August 1 issue will close Friday, July 10.
FORMS FOR THE AUGUST 15 CONVENTION REPORT ISSUE
WILL CLOSE FRIDAY, JULY 24.

Mail copy to arrive at Chicago by these dates—no later!

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we're going to
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 in Philadelphia...
 AT THE A.A.N. CONVENTION

Right now we're busy powdering our wigs, mending our velvet doublets and forming a brigade to storm the Liberty Bell city for the A.A.N. Convention.

For over 50 years Howards of Hemet has been growing roses that ring the bell with your customers. We'd like to bend your ear about our dazzling new originations, Governor Rosellini and Angel Wings. Fact is, we grow them all . . . all the popular patented and non-patented varieties, A.A.R.S. Winners — the whole shebang.

SEE YOU AT THE CONVENTION

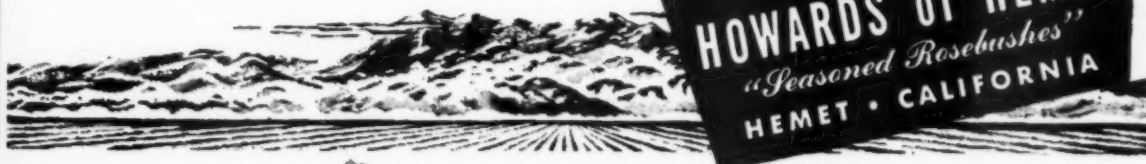
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AMERICAN NURSERYMAN

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Editor and Publisher

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C. A. BRADY, Jr.
Advertising Manager

Editorial

WHAT'S BUSINESS WORTH

Every once in a while a reader asks advice on determining a valuation of his business as a going concern for the purpose of selling or leasing. There is no ready formula or procedure, and it is not an easy task, especially if there are involved such diverse elements as land, buildings, equipment and inventory of merchandise or nursery stock, aside from some measure of the business itself. The value of the business itself depends upon location, nature, volume of sales and profit, besides other less definite considerations.

After all, the value of a business offered for sale depends upon the price a buyer will pay. If the business is a sizable one and the assets involved are considerable, the harder it may be to find a responsible buyer with adequate ready cash. Leasing is a doubtful procedure, because the lessor may not be able to carry on the business successfully, and if the seller is forced to repossess his property, its value has meanwhile deteriorated.

So it sometimes is a real sacrifice if the owner is forced to find a buyer for a successful business because of illness, accident or the infirmities of old age. If no family or relative is available to carry on the business, he may be forced to take a considerable loss in selling the property which he has spent a lifetime in building to a sizable, successful and profitable enterprise.

In the nursery industry the sale or lease of such properties is more difficult than it is in some other fields, as knowledge of the field and some experience are more essential. Mercantile and manufacturing concerns, even of good size, are transferred in other fields to the better satisfaction of owners or heirs.

Because of this situation, an owner of a successful and good-size nursery business who is advancing in years or is not in the best of health would be wise to take other steps to insure

The Mirror of the Trade

the continuance of the enterprise on a basis which will give him better value. If there are one or more responsible employees who can be interested in assuming a proprietary interest in the business, that has been found the most satisfactory course. A partner is sometimes the answer, or a corporation may be formed to take in two or more employees who will increase their responsibility in the management as the owner becomes older and who will be ready to assume the ownership and direction of the business when he retires. To avoid the loss that often occurs when it becomes necessary to give up direction and ownership of a nursery enterprise, some such procedure is recommended for the aging owner who has no family to carry it on.

DISGRUNTLED CUSTOMERS

The past season saw a decided increase in the demand for landscape nurserymen's services. With the trend toward outdoor living, the public desires beautifully landscaped grounds and is better off financially to afford professional help. Many landscape firms had more work than they could handle the past spring. Unfortunately, this resulted in many disgruntled customers if the company did not handle the situation properly.

Naturally, homeowners wish their lawns put in as early as possible, their shrubs and trees planted so they can start enjoying them. For many the decision to spend money for professional help is an important one. Therefore, it is important that a landscape firm schedule its work carefully and know if additional jobs can be accepted. It is better to tell a customer that one is booked with orders and cannot handle a job than to hope the project may be fitted in later.

If a promise is made to perform a job on a certain day or week and poor weather delays the schedule, it is good business to telephone the customer and give an explanation rather than wait for him to call. Otherwise, after waiting a few days or a week, the customer may become upset and vow never to do business with that landscape firm again. The result can be doubly bad if the same firm operates a garden center business.

So prior to the spring or fall planting season, it is a wise policy to estimate how much work can be sched-

uled, to keep an accurate and up-to-date record of landscape jobs to be performed and to treat potential customers with courtesy and consideration.

MANAGEMENT TECHNIQUES

Much has been said on this page in the past of the persistent desire of the rank and file of nurserymen to learn more about the topics essential to their own industry, such as propagation, culture, control of diseases and insects and varieties of stock to grow. This is a commendable trait in itself, but unfortunately is combined with a lack of concern with phases of their business which are year by year becoming more important to their success. These are the management problems.

The same subject has been dwelt upon in trade associations and has had particular attention from the national organization. In addition to its other efforts to assist members in their problems, such as sales and publicity helps, discussions on business techniques at its conventions and otherwise, last year the A. A. N. instituted short courses, or conference discussions, on management training. The A. A. N. headquarters is familiar with the problems of the members, small and large, who by letter and telephone have made constant inquiry of the Washington office about them.

In spite of the small attendance at the management conferences last autumn, the A. A. N. has scheduled two for 1959, one in the southeast and one in the northeast. They will occur at a time when business duties will let nearly any nurseryman take a vacation, or rather a study period for a phase of his business increasingly important to him. One program will be held at Athens, Ga., August 9 to 15, and the other in the Adirondack mountains near Raquette Lake, N. Y., August 30 to September 5. More information will doubtless be sent to members about these important events, or they may write to the Washington office for details.

PURCHASED recently by Mr. and Mrs. Harold Ritter was Rudolph Kuhn's Nursery, Highway 99 south, Grants Pass, Ore. Mr. and Mrs. Ritter, former ranchers, have moved to the property and are now actively engaged in operating the business.

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Merchandising And Selling, Theme of Florida Course

By E. W. McElwee



New officers of the Florida Nurserymen and Growers Association and speakers at the recent Jacksonville meeting: Left to right (front), Harry M. Smith, second vice-president; P. D. Shoemaker, president, and J. H. Popham, Jr., first vice-president; (back) E. S. (Bud) Reasoner; Charles E. Culbreath, director; R. E. (Ed) Brown, and Verne Buck.

Selling and merchandising were the main subjects of the 1959 convention of the Florida Nurserymen and Growers Association. Over 270 registered for the convention May 28 to 30 at the new Robert Meyer hotel, Jacksonville, Fla.

The excellent arrangement and activities of the convention were co-ordinated and directed by the co-chairmen, P. D. (Pete) Shoemaker, Jacksonville Landscape Co., Jacksonville, and State Senator Edwin G. Fraser, Southern States Nurseries, Inc., Macclenny.

The nurserymen and growers elected a representative group of officers for 1959-60 as follows: P. D. (Pete) Shoemaker, president; J. H. Popham, Jr., Gardens, Inc., Fort Lauderdale, first vice-president; Harry M. Smith, Winter Garden Ornamental Nurseries, Inc., Winter

Garden, second vice-president; Verne Buck, John's, Apopka, and Charles E. Culbreath, Culbreath Landscape Nursery, Tampa, directors at large. James F. Griffin, Jr., will continue as executive secretary.

Thursday morning, May 28, was

The landscape men and nurserymen held a panel discussion of "Is the Price Right?", and at the same time the foliage growers met to hear talks and a discussion of the sale of foliage plants through variety stores.

Gervin Pringle, Florida Nursery

PRODUCTION COSTS OF EIGHT FLORIDA ORNAMENTALS

Plant	Size	Production Cost	
		Range	Average
Azalea	12 to 18-in. gal. can	\$0.99
Croton	18 to 24-in. egg can	\$0.85 to \$2.00	1.63
Hibiscus	2½ to 3-ft. egg can	.65 to 1.25	1.14
Ligustrum	2 to 3-ft. B&B	1.25 to 1.95	1.88
Philodendron selloum	Egg can	1.12 to 3.50	1.95
Podocarpus	5-yr. B&B Sheared	3.40 to 8.00	5.48
Queen palm	4 to 5-in. B&B	1.81 to 2.90	2.37
Sea grape	2-ft. egg can	1.22

devoted to registration, inspection of the commercial exhibits and the hospitality hour. The program opened Thursday afternoon in split sessions.

& Landscape Co., Leesburg, was chairman of the panel discussing the topic, "Is the Price Right?" Mem-

[Continued on page 38]



Left, Senator Edwin Fraser introduces F. Raymond Brush, A. A. N. administrative assistant, at luncheon meeting of the Florida chapter; right, Gervin Pringle (standing) moderates panel on prices with the following speakers, left to right (seated): R. E. (Ed) Brown, Senator Edwin Fraser, E. S. (Bud) Reasoner, and J. H. Popham, Jr.



Robert M. Hobbs, A. A. N. President

84th A. A. N. Convention

Sheraton Hotel, Philadelphia, Pa.

July 18 to 22, 1959

COMPLETE PROGRAM SCHEDULE

THURSDAY, JULY 16

9:00 A.M. A. A. N. board of directors, Room 545.

FRIDAY, JULY 17

9:00 A.M. A. A. N. board of directors, Room 545.

9:00 A.M. Ornamental Growers' Association stock committee, Room 547.

2:00 P.M. Fruit Tree Growers' Association stock committee, Room 547.

SATURDAY, JULY 18

9:00 A.M. A. A. N. board of directors, Room 545.

9:00 A.M. Ornamental Growers' Association, Delaware Valley, Suite D.

9:00 A.M. All-America Rose Selections board, Room 558.

10:00 A.M. National Landscape Nurserymen's Association board of directors, Room 547.

2:00 P.M. Fruit Tree Growers' Association, Delaware Valley Suite D.

SUNDAY, JULY 19

9:00 A.M. National Landscape Nurserymen's Association board of directors, Room 547.

9:00 A.M. All-America Rose Selections, Hall of Flags West.

10:00 A.M. A. A. N. convention site committee, Room 545.

1:30 P.M. N. L. N. A. landscape tour.

2:00 P.M. A. A. N. garden center committee, Room 540.

2:00 P.M. Nursery Association Secretaries, Delaware Valley Suites C and D.

2:00 P.M. A. A. N. market development and publicity committee, Rooms 556 and 558.

8:00 P.M. "Pennsylvania Dutch Nacht," Grand ballroom. An evening of entertainment and dancing, with gifts and refreshments.

MONDAY, JULY 20

9:00 A.M. Caucus of delegates, region I, Delaware Valley Suite B.
Caucus of delegates, region II, Delaware Valley Suite C.
Caucus of delegates, region III, Delaware Valley Suite D.
Caucus of delegates, region IV, Room 547.
Caucus of delegates, region V, Room 540.
Caucus of delegates, region VI, north balcony, Grand ballroom.

9:00 A.M. National Association of Plant Patent Owners, Hall of Flags West.

9:00 A.M. National Mail Order Nurserymen's Association, Hall of Flags East.

9:30 A.M. All-America Camellia Selections board of directors, Room 545.

12:00 Noon Keynote luncheon, Grand ballroom.
"Businessmen in Politics," by Arthur H. Motley, president, Parade Publications, Inc.

Norman Jay Colman award presentation.

Garden writers' award presentation.

2:30 P.M. General business session, Hall of Flags.

Call to order.

Report of credentials committee.

Certification and roll call of delegates.

2:40 P.M. President's address, by Robert M. Hobbs.

3:10 P.M. Treasurer's report and presentation of 1959-60 budget, by Valteau C. Curtis.

3:30 P.M. Report of the executive vice-president, by Dr. R. P. White.

4:00 P.M. Presentation of gavel from North Carolina Association of Nurserymen.

4:05 P.M. Presentation of proposed amendments to A. A. N. bylaws and standing policies.

4:45 P.M. Nominations: Directors, regions II, IV, V (to fill unexpired term), VI and at large; president; vice-president, and trustee.

7:00 P.M. Nurserymen's jamboree, Grand ballroom. Buffet, entertainment and dancing.

TUESDAY, JULY 21

9:00 A.M. All-America Camellia Selections, Hall of Flags East.

9:00 A.M. American Nurserymen's Protective Association, Hall of Flags West.

9:00 A.M. Educational program sponsored by the A. A. N. garden center committee and the National Landscape Nurserymen's Association, Grand ballroom.

(See program schedule in Coming Events Department)

2:00 P.M. Nursery Association Secretaries, Delaware Valley Suites C and D.

6:00 P.M. National Landscape Nurserymen's Association, supper meeting, Hall of Flags West.
Joseph Langran, Wheelwright, Stephenson & Langran, landscape architects, guest speaker.

WEDNESDAY, JULY 22

8:00 A.M. National Landscape Nurserymen's Association board of directors, breakfast meeting, Room 547.

9:00 A.M. General business session, Hall of Flags.

Call to order.

Roll call of delegates.

9:15 A.M. Market development and publicity committee report and presentation of 1959-60 budget, by J. Awdry Armstrong, chairman, and Howard P. Quadland, director of public information.

10:15 A.M. "Factors in the Standardization of Container-grown Plants," by Dr. Kenneth F. Baker, University of California, Los Angeles.

10:45 A.M. Secretary's report, by Curtis H. Porterfield.

11:15 A.M. Election of officers.

12:15 P.M. Special exhibitors' luncheon (by invitation), tiered balcony, Grand ballroom.

2:00 P.M. General business session, Hall of Flags.

Call to order.

Roll call of delegates.

2:15 P.M. Report of necrology committee, by Fred H. Kilner.

2:30 P.M. Report of special committees:

1959 A. A. N. convention, by Sidney B. Hutton, Jr., general chairman.

Convention site committee:

1961—region II, by C. Ellwood Stephens, chairman.

1962—region IV, by Wayne Ferris, chairman.

2:50 P.M. Unfinished business:

Reaffirm standing policies.

Adoption of bylaws amendments.

1959-60 general budget.

1959-60 market development and publicity budget.

Confirmation of Cincinnati, O., as 1960 convention site.

Announcement, 1960 convention, by James Scarff, general chairman.

Invitations for 1962 and subsequent years.

7:00 P.M. Past presidents' banquet, Grand ballroom.
"Don't Miss Living," by the Rev. J. Paul Kehm.

Dancing.

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Action Now, Urged at California Course

Stimulating Sales, Credit, Promotion and Non-Nursery Outlets Discussed

By Richard B. Kilner

The 220 nurserymen attending the eleventh annual refresher course of the California Association of Nurserymen at California State Polytechnic College, San Luis Obispo, June 4 and 5 were rewarded with an outstanding and provocative program.

The day got off to a fast start when Virgil Goldman, branch manager, merchandising division, California Spray-Chemical Corp., Richmond, Calif., on the topic "Stimulating Sales" not only stimulated but jolted his audience. He set the stage for the heart of his talk by pointing to the mass exodus to country living which is changing the habits of consumers today. There is a challenging desire to "own a place they can call their own." This mass exodus is creating new appetites and new desires. The new homeowner is younger, demanding many things that his father never had. He demands service and convenience.

As an example of changing appetites, Mr. Goldman pointed out that if people were buying and eating the same foods today that they did 20 years ago the average food budget would be 16 per cent of their income; today it is actually 25 per cent. The nurserymen, like all other small businessmen, must change to meet their new desires.

Changes Today

Mr. Goldman enumerated some of today's changes. Urban store development follows the above-mentioned urban movement of people. There are 2,500 shopping centers in the

nation today. There will be 8,500 by 1975, and these shopping centers are getting bigger, better and fancier every day. Drive-in specialty stores are on the increase. He noted as examples the milk depots, cleaners and banks. Supermarkets are no longer grocery stores. They are changing to giant supers in shopping centers and selling all family-use items. They are really a shopping center under one roof. They have found out that they can get more traffic if they can supply everyday needs, such as soap, for instance. Mr. Goldman at this point made a parallel to the nursery business, where stores can achieve the same effect by carrying maintenance items necessary to everyday garden care and outdoor living.

Branch department stores are usually the nucleus of the shopping centers. Mr. Goldman noted that nine New York department stores have closed since 1952. Fifty per cent of the new grocery stores in the past five years are in centers. Seventy-seven per cent of new drug stores are super drugs; they sell everything. The nurserymen should take advantage of the lessons that can be learned from these operations. They should take advantage of new packaging and display techniques to enhance desires.

New Competition

Mr. Goldman's next remarks really hit home. He pointed out that Sears has a big garden department in every new store. One must go through the garden department to



Speakers at the Cal Poly refresher course: Left to right, Virgil Goldman, California Spray-Chemical Corp., Richmond; John Pleich, Flowerland Nursery, Albany, and Herbert Fischer, Flowerland, San Bernardino.

get from the parking lot to the main store. Montgomery Ward five years ago decided to open separate garden stores. It now has between 40 and 50 in the Chicago area. Safeway Stores have been viewing the nursery business for five years. They have been testing and experimenting and are now selling in six stores in the Reno, Nev., area with successful results.

The real bombshell was the disclosure that on Thursday, May 28, Woolworth opened a new store near San Jose, Calif. This was not a typical Woolworth store; this was entirely devoted to nursery and garden supplies. A double-truck advertisement was run in the newspaper. The crowds over the week-end were in the hundreds at all times, sometimes near 1,000 persons. The reaction was tremendous, not only by the public but by store personnel. Clerks were used to small-ticket items and here they were selling nursery stock and garden supplies for many times their usual average sale. The results were so amazing that a repeat of the grand opening was planned for the following week-end, with executives from New York flying in to witness the striking performance for themselves.

Mr. Goldman posed the question, "What if Woolworth opened 300 or 500 such stores across the country? But would the plan succeed? Mr.



Martin Rockey, Pettler Advertising Agency, explains the fall cooperative advertising promotion to California nurserymen at the Cal Poly refresher course. Materials for the promotion were displayed, and tear sheets of ads used in the spring Can-Can Carnival promotion were shown on the board in front of Mr. Rockey.

Goldman confessed that he did not know, but he pointed out that this is just another reason why the nurserymen must take action now. In this instance such action might discourage the big guy. Or if one feels that this plan will come anyway, by taking action the nurseryman can get on the band wagon and figure the others will help him in the long run.

Action Needed

But regardless of such specific possibilities, the nurseryman must act now. He can sell beauty and pleasure, but at the same time he must use hard-hitting, modern techniques. One can expand volume without expanding facilities if he will attract more people, create more consistent traffic and make people want to come into his store. How is this done? By using the same techniques as the "heavyweights." Offer specials. Offer them attractively in advertisements that will be seen and read. Make them identified. Offer them honestly and magnetically.

Mr. Goldman concluded his talk with exhibits showing two advertising campaigns run this spring by two well-known nurseries in the San Francisco bay area, Cudaback Nursery, Napa, and Egger & Son, Mill Valley. Both campaigns showed the development of a consistent identity. Each was a program, not just a non-descript ad, designed to create a brand name in the mind of the customers and to stimulate people. To get more business, one must get more people, and the nurseryman is competing with everyone else for the customer's dollar.

In the programs outlined the firm names were prominent. These were not price-cutting ads, though offering values, to be sure. People began looking for the 1/2 and 2/3-page Cudaback advertisements that were appearing weekly. Egger & Son ran the same-size, same-shape, same-image ad each week.

Magnetic Items Featured

Both firms featured magnetic items. They gave ideas. They tied in with the Can-Can Carnival, St. Patrick's day and Mothers' day. They changed the theme every week. They took a progressive attitude; they created traffic, and these in turn created business.

Mr. Cudaback was in the audience and answered specific questions to supplement the speaker's remarks. He pointed out that his firm concentrated in one medium as opposed to others' past practice of using all media. As it turned out, the consistent and much larger space in

the newspapers amounted to less money than the firm spent the previous year. More important, their advertising expenditure was way down, in terms of percentage of sales, which were substantially higher.

Herbert L. Fischer, Flowerland, San Bernardino, at first seemed to be taking exception to Mr. Goldman's remarks. He noted that in San Bernardino the firm had had supermarket competition for eight years. Eight years ago there were seven nurseries and one garden shop. Today there are four nurseries and five garden shops. However, the nurseries are doing five times the business they were doing eight years ago. Mr. Fischer told the nurserymen not to worry about competition, but to worry about themselves. It soon became apparent that Mr. Fischer and Mr. Goldman were not poles apart, but, on the contrary, Mr. Fischer had been taking action as the earlier speaker had implored.

Be an Expert

Mr. Fischer's main point was that the nurseryman is an expert and he should sell himself as such. He pointed out that when a gardener is in trouble he calls the nurseryman, not

the supermarket. He believes one should sell quality and get his price. Flowerland advertises consistently, spending 6 to 8 per cent of sales. The firm keeps the same style in its ads, which contain many pictures. It participates in the Welcome Wagon, giving away, in season, items such as gardenias and azaleas. It takes advantage of good buys in order to give the customer a good deal, but it always gets at least a 100 per cent markup.

Mr. Fischer some time ago hired a certified public accountant. It was an expensive move, but it really paid off. Mr. Fischer learned a lot about his business and made many adjustments accordingly. He advised that one hire an auditor. A nurseryman is not a bookkeeper.

Mr. Fischer outlined some of the numerous modern merchandising techniques that he used. Actually, the firm has only one or two sales a year, an anniversary sale and a make-way-for-summer sale. He has specials on certain items throughout the year, but when a sale is held, the firm goes all out. Everyone gets a gift. There are prizes every day. He stated that wholesalers are happy to cooperate and supply much of the merchandise that is given away. Vegetable seeds are given to the children and flower seeds to the grown-ups. Recipients must sign to get these gifts; hence names and addresses are obtained to follow up with direct mail.

Special Events

A rose show is staged at Flowerland each fall, certainly not the time of year to sell roses. The nursery is loaded with roses in bloom, and everyone, as he enters the door, is handed a list of what is on display. Anyone who buys five plants gets 10 per cent off if he pays at once. These roses are sold in fall for bare-root delivery later. The firm disposed of 1,500 roses in two days. The same thing is done with camellias, chrysanthemums and other items.

Pruning festivals are held; last year six such events on week-ends brought 6,000 persons through the nursery. As the pruning techniques are demonstrated, mention is made of the usefulness of items employed. As a result, quantities of gloves, scissors, spray materials, etc., are sold. Similarly, Flowerland holds landscape clinics, lawn moth clinics and spray clinics.

Mr. Fischer says his firm believes in doing things for the community. It works with the park department and other city departments. The staff talks to garden clubs and, in

[Continued on page 57]

SHADE TREE SPECIALISTS



While in the west to attend the meetings of the Western chapter of the National Shade Tree Conference at San Francisco, Calif., earlier this year, Dr. L. C. Chadwick, Ohio State University, Columbus, O., secretary-treasurer of the organization, visited the Saratoga Horticultural Foundation, Saratoga. He is pictured above, at left, with Maunsell Van Rensselaer, director of the foundation. Near Dr. Chadwick stands a young tree of the fastigate form of a native Oregon maple, *Acer macrophyllum*, which was discovered at Seattle and is being propagated at Saratoga. B. O. Mulligan, director of the University of Washington Arboretum, Seattle, was the photographer.



Members of the panel which discussed marketing prospects for nursery stock at the Texas short course: Left to right, A. F. DeWerth, moderator; Philip Segelin, William Biggs, Ralph Gunn, Ernest Wertheim, George Hart and Donald West.

Texans Survey Trade Developments

By R. E. Odom

Over 100 nurserymen attended the short course for commercial nurserymen held May 25 and 26 at the Agricultural and Mechanical College of Texas, College Station. The meeting was dedicated to the late C. J. Lauden, who, before his death in a recent automobile accident, was president of Consolidated Nurseries, Tyler, Tex., past president of the Texas Association of Nurserymen and a regional director of the American Association of Nurserymen.

The program, devoted to developments in the nursery industry, was opened by Durward Thompson, landscape architect, Corpus Christi, chairman of the T. A. N. research and education committee. Mr. Thompson introduced the first speaker, R. E. Odom, department of floriculture and landscape architecture, Texas A. and M.

Speaking on developments in soil management for container-grown nursery stock, Mr. Odom pointed out that the specific choice of ingredients for a container soil mixture is not important, so long as the medium provides support for the plant, is well aerated and has adequate moisture and nutrient holding capacity. He also noted that the most important aspect of pH in the container medium is its effect on the availability of nutrients and that, as chelated fertilizer elements are developed, pH becomes less important than it was formerly considered.

Artificial Mixtures

Mr. Odom cited the difficulty of obtaining a continuous supply of a uniform, satisfactory soil as one of the greatest problems in container growing today. To overcome this

problem, several attempts have been made to use what is commonly referred to as artificial mixtures. Some growers have been successful with these mixtures, while others have had difficulty. In general, the speaker stated, this difficulty has resulted from a lack of understanding of the mixture and its requirements as far as feeding and watering are concerned.

He noted also that the peat and sand mixture developed by the University of California has not been so successful in some areas as could be desired, largely because of the variability of sand throughout the country. Mr. Odom then described a series of trials undertaken at Texas

A. and M. to find a uniform substitute for sand in such a mixture.

It was found in these trials, in which plants were grown under lath and watered as needed, that a mixture of 50 per cent peat and 50 per cent perlite gave the best plant growth. A mixture of urea-formaldehyde nitrogen, treble superphosphate and fritted potash was added to the medium at potting time, and plants were then fed every week with a 15-30-15 fertilizer at the rate of one ounce to five gallons of water. Every fifth week, iron chelates were added at the rate of one ounce to 25 gallons of water.

The second speaker of the morning
[Continued on page 64]

TEXAS ASSOCIATION'S CODE BECOMES STATE LAW



A new nursery inspection code for the state of Texas was signed into law on May 27 by Governor Price Daniel, center foreground, above. Members of the Texas Association of Nurserymen spent over two years working on the law, incorporating recommendations and suggestions from all six of the T. A. N. regions into a code acceptable to the entire state. The final draft of the proposed legislation was unanimously approved at the group's convention held last summer at Austin and was subsequently introduced into the Texas legislature. Representatives of the nurserymen's association shown above with Governor Daniel are, left to right: L. A. (Slick) Dean, Tyler; J. C. Van Valkenburgh, Dallas, T. A. N. president; R. C. Aldridge, Sr., Von Ormy; Gene Howard, Austin, and B. R. Fullingim, T. A. N. executive secretary. A summary of the highlights of this new law appears elsewhere in this issue.

Sorting the Woody Ornamentals

Weigela List Reflects Changing Styles

By Donald Wyman

Horticulturist, Arnold Arboretum

The weigelas constitute a group of once-popular flowering shrubs which are now, on the whole, outmoded. Although American nurserymen are offering 44 varieties, and approximately 60 are growing in the collection at the Arnold Arboretum, there is still little room for these shrubs in the small garden.

An extremely detailed study of the flower colors last year showed us that they may be divided into about eight different color groups, far too many being markedly similar in their general landscape characteristics. From the standpoint of landscape use — that is, the effectiveness of these plants in bloom at a distance — the general divisions are yellow, white, red and pink. This last group, pink, is by far the largest, for the majority of the varieties have pink and white flowers, or flowers that open white and gradually fade pink.

All the species are native to eastern Asia. The first one brought back to England from China by Robert Fortune in 1845 was *Weigela florida*. Since that time other species and varieties have been found in eastern Asia, and from the large number of named clones that have been grown since, it is obvious that various indi-

viduals have made new crosses over the years and named many resulting seedlings. Except for *W. middendorffiana* and four varieties of *W. florida*, the other species and botanical varieties can be overlooked as ornamentals.

Need Renewal Pruning

The earliest varieties come into bloom with the common lilac; others come into bloom during the following four weeks. The weigelas as a whole are practically pest free, but require continual pruning because of winter die-back. This and the fact that they lack interesting fruits, as well as the similarity of the general flower color of many varieties, point out that only about a dozen are really worth growing.

Weigelas are grown solely for their bright flowers. There are two yellow-flowered species and several native species which actually belong to the genus *diervilla*. The flowers of the rest range from pure white through various shades of pink to deep red, with various combinations of pink, red and white in the same flower or in the same cluster. It is this changeable coloring that makes so many varieties similar.

As an example, *W. florida alba* produces flowers that are at first white, but gradually fade pink, and this same trait is reproduced in many of the varieties, so that at one stage of flowering or another, there is the time when many of them appear similar. There are a few varieties that produce flowers of clear, pure colors. Such are *steltzeri*, a moderate purplish pink; *Vanicek* and *Bristol Ruby*, which are both dark red, and *Candida*, which, up to now, has the best pure white flowers that do not fade pink.

Weigela middendorffiana is one of two weigelas with yellow flowers. In writing about these plants in 1938, E. G. Hillier, the famous English nurseryman, made the statement that this yellow-flowering species was the only weigela to merit an award from the Royal Horticultural Society in the preceding 33 years! Hence, as a group, they are not highly rated in England.

Can Be Long-Lived

Even though these plants require renewal pruning, they have been favorites for many years. Fifty years ago, the collection at the Arnold Arboretum numbered 50 different species and varieties, some of them being the first ones introduced into America. Some of these individuals are still alive and flourishing; so it is seen that these shrubs can be long-lived if given proper care.

Some of the older varieties have long since disappeared from American gardens. I thought it would be interesting to show the dates when these varieties were first grown in the Arnold Arboretum (a majority are still there). As everyone knows, an "old" variety is not necessarily a poor ornamental. On the other hand, if it has been grown for 50-odd years and is not now in the trade, it may be that (if it has not been overlooked) its place has been taken by more popular varieties.

There are a few varieties with colored foliage, for which they are valued for use in certain restricted circumstances. *Weigela florida variegata* and its lower growing form, *Nana variegata*, both have leaves that are edged with pale yellow. These are the cleanest and about



Weigela Feerie (The Fairy), Purplish Pink in Color, Similar to *Floreal*

the best plants with variegated foliage that one can use.

The variety *Looymansii aurea* I have never seen, but it is an old-fashioned type with leaves that are a soft yellow throughout the spring and summer. Others have recommended that this is best grown in partial shade, which is an indication that in the full sun the foliage might be burned. Hence, its uses are restricted.

Another, *W. florida* *Folis-Purpureis*, has foliage that is purplish green, quite marked. This is a compact, slow-growing plant that does not exceed four feet in height at 20 years of age. It has been offered under various names since 1888, when it was listed by the Spaeth Nurseries, in Germany, although now it is apparently none too popular among American nurserymen, being available from only a few.

As far as height is concerned, most are approximately six to nine feet tall at maturity. The tallest is *W. coraeensis* which eventually grows 12 feet high, and the lowest is *W. florida* *Nana variegata*, which is about three feet tall. Other varieties of compact growth about four to five feet tall are *W. florida* *Folis-Purpureis*, *W. florida* *variegata* and possibly *W. Looymansii aurea*.

The hardiest are *W. florida* *venusta* and *W. middendorffiana* (zone 4), all others being fairly hardy through most winters in zone 5, except *W. hortensis*, which is hardy only in zone 6. This species has entered into the parentage of several hybrids, such as *Desboisi*, *Dame*



Mature Plant of *Weigela Vanicek*, Best and Hardest of the Red Varieties

Blanche and *Mont Blanc*, so that one can reasonably look for more tenderness in such varieties also.

The plants in the following lists have been grown in the trade and in the Arnold Arboretum for a number of years. The date in parenthesis is the year that these were first grown in the collections of the arboretum, and this date represents the first

time that many were introduced into America. The arboretum has grown all but 15 during the past 75 years or more, the majority of them (or 61) make up the present collection.

The following list is divided into what might be considered the best or recommended species and varieties (14); those that might be discarded because of marked similarity with those selected or because they are inferior to the selected group (61), and those which for various reasons have not been observed in flower (13). Most of this last group are being grown by some nurseries; so there will be an opportunity to judge them in the not too distant future.

It should be emphasized that this segregation of recommended and mediocre types is the result of studying this group in one area only. Everyone will agree that fewer weigelas should be grown. Nurserymen offering varieties in the secondary list might well scan them carefully when they bloom and compare them with recommended types to make their own decisions concerning the best under their particular growing conditions.

Best Weigelas

(The date in parentheses is the year the plant was first grown in the Arnold Arboretum.

Candida: About the only one with
[Continued on page 30]



Weigela Vanicek, called cardinal shrub, as a young plant growing in the fields of Inter-State Nurseries, Inc., Hamburg, Ia.



Texas Rose Research Foundation officers: Left to right, Ray Bagwell, secretary-treasurer; Starley Hand, Jr., second vice-president; P. O. Tate, new president; Hayden Moore, first vice-president, and Dr. E. W. Lyle, pathologist.

Rose Research Group Starts Fourteenth Year

By Dr. E. W. Lyle

Texas Rose Research Foundation, Inc., Tyler, held its annual meeting the evening of May 30, beginning with a banquet in the Garden Center building at the Tyler Municipal Rose Garden. About 75 rose growers and their wives were present. Election and installation of officers and directors for the ensuing year concluded the meeting.

P. O. Tate was elected president to serve during the 14th year of the rose research organization. Mr. Tate has been interested in the field growing of roses most of his life and has been a member of the foundation since it was formed. Introduction of Mr. Tate as the new president was made by Starley Hand, Jr., the outgoing president.

Other officers elected were Hayden Moore, first vice-president; Starley Hand, Jr., second vice-president, and Ray Bagwell, secretary-treasurer. Directors chosen for a 2-year term were Lee Brady, L. A. Dean and J. B. McKenzie. Directors whose terms continue another year are C. W. Atwood; Ray Bagwell; Clay Ford; Starley Hand, Jr.; Neal Harville and Harold Sanders.

A budget of \$11,325 was adopted for the 1959-60 research program, a sum slightly more than that of the preceding year.

The annual report by Dr. E. W.

Lyle, plant pathologist for the foundation, was supplemented with a showing of color slides. Most important during the past year were results with some of the new spray fungicides for control of black spot of roses. Manzate and Dithane M-22, both containing 70 per cent maneb, were outstanding in disease control and improvement of the bushes in the field experiments. Black spot was controlled down to about a 1 per cent occurrence, in comparison with about 90 per cent leaf infection for the check plants. The maneb materials had the longest residual effect on the foliage, as proved by the control of black spot when the treatments were applied only once in two weeks.

Phaltan and captan spray treatments also were favorable, while the treatment with the regular sulphur-copper dust fungicide ranked 12th in the table on results. The superior residual effect of some of the sprays was noted, especially when the spreader-sticker agent, Triton B-1956, was added to the spray mixtures.

Weekly spraying was recommended until black spot was absent or until dry weather prevailed; then spraying only once in two weeks was advocated.

The fungicide experiments dis-

closed that the best treatments induced winter hardiness or freeze resistance. Where defoliation was prevented during the growing season, because of the spraying, those bushes left in the field over winter showed less freeze damage than bushes which had suffered leaf shedding from black spot. Less die-back of the canes also was noted for similar comparison of bushes placed in storage during the winter.

During the past year experiments showed that black spot could be checked under field conditions even after the disease had become widespread. Although not started until midseason, spray treatments were found advantageous even that late.

Furthermore, it was observed that spray pressures up to 500 and 600 pounds could be used with certain nozzles without harm; however, probably the main thing in fungicide application for control of black spot was use of a high volume of spray, with about 100 gallons per acre being the minimum rate. Applying this volume at high pressure required less time than at low pressure, but the effect in disease control was as good apparently with one pressure as the other.

Understock Experiments

Understock experiments were illustrated and described. Early forcing and foliation of the Atwood strain of *Rosa multiflora* was shown in contrast with plants of Brooks' multiflora and other strains and hybrids of multiflora grown together in a field area. Altogether there were about 20 kinds of multiflora and multiflora hybrids being continued in the trials.

Recent experiments at Tyler with herbicides on roses were mentioned. The most promising at present is Simazin 50W; however, stunting and damage to rosebushes did occur when this compound was used at more than one ounce per 400 square feet. Less of this herbicide probably is needed in sandy soils, such as prevail in east Texas, than would be required in clay areas.

The practice of crop rotation was cited as an example of continued study in the long-range plans for improvement of the rose industry. Controlled vegetation between periods on land used for rose production and the desirability of elimination of weed growth during that time were discussed. Plantings with crotalaria and weeping love grass were pictured.

At the conclusion of his report, Dr. Lyle showed pictures of many of the rose nurserymen and rose

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COLE HELPS YOU MAKE MONEY by selling your customers through sales-producing advertising and publicity in national home and gardening magazines. Nursery and garden store owners everywhere find these advertised brands easier and more profitable to sell. Be ready to meet the demand when your customers ask for them by name.

COLE HELPS YOU SELL with free newspaper mats and low-cost electros for your local tie-in advertising. Full color, four page folders and other selling helps are supplied at cost. Ask for our sales aid bulletin.

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(Plant Patent No. 1313)

The sensational, new two-color tree with brilliant yellow foliage on branch tips. It appears to burst with bloom all summer long.

Stock these patented Cole specialities for 1959 profits



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(Plant Patent No. 1605)

The graceful, spreading, new Honeylocust that grows strong and straight without staking. A favorite of landscape men and tree experts.



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(Plant Patent No. 1619)

Distinctive, stately variety with strong trunk and shapely crown. Needs no staking. Dark green foliage has heavy, leathery texture.



Cole's New MAJESTIC

(Plant Patent No. 1534)

A clean, graceful, symmetrically-branched tree. Produces a straight, sturdy trunk and compact crown without staking or special trimming.



Cole's New TALLHEDGE

(Plant Patent No. 1380)

A thornless, glossy Columnar Buckthorn that grows to 12 feet. Ideal for tall, narrow, dense hedges or screens. Bears colorful berries.

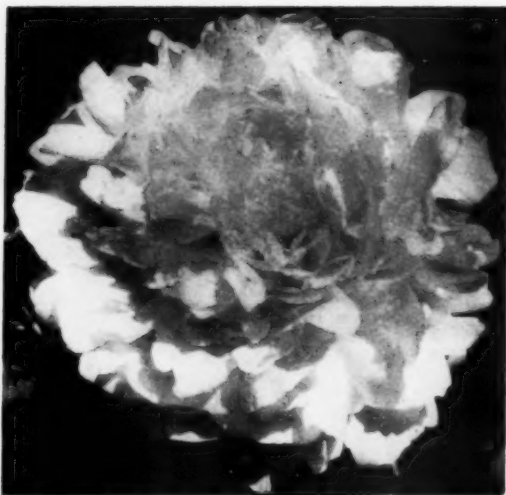


Cole assures you a dependable supply of 360 varieties of ornamental and shade trees, evergreens, deciduous shrubs and hard-to-find items. The high quality of Cole nursery stock is the result of three-quarters of a century of experience. Our modern, mechanized methods, ideal soil conditions and large-scale operations produce better plants at lower cost. We can fill your order promptly in large or small quantity. You can be sure of getting healthy, sturdy plants with more compact, uninjured root systems when you order from Cole. Send for our new catalog today.

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ESTABLISHED 1881**

FIELD-
GROWN**PEONIES**FALL
DELIVERY

Standard 3 to 5-eye divisions from young plants not over three years old. We do not cut any flowers from our fields, so you can depend upon receiving strong healthy plants.

	Per10	Per100		Per10	Per100
Avalanche. Blush-white with faint pink center and narrow crimson tips	\$5.90	\$45.00	Mme. Calot. Light old rose pink with creamy tints	\$4.50	\$40.00
Baroness Schroeder. Flesh-pink changing to white	5.00	45.00	Mme. Emile Galle. Light rose-pink	5.00	45.00
Benjamin Franklin. Dark crimson	5.00	45.00	Mme. de Verneville. White with blush-white center	4.00	35.00
Duchesse de Nemours. White, yellow tinge in center	4.50	40.00	Marie Lemoine. Lemon-white with traces of crimson on edges....	5.00	45.00
Edulis Superba. Clear deep pink	4.00	35.00	Mary Brand. Clear crimson	6.50	60.00
Felix Crousse. Bright rosy-red	5.00	45.00	Octavie Demay. Light old rose pink with darker center	4.50	40.00
Festiva Maxima. White with crimson flecks... ..	5.00	45.00	Sarah Bernhardt. Light rose-pink, silvered petal tips	5.00	45.00
Fontenelle. Dark red... ..	4.50	40.00	Therese. Pale translucent old rose pink....	6.00	55.00
Frances Willard. Pale pink changing to white	5.00	45.00	Tourangelie. Pale cream-white shaded tan and flesh-pink... ..	5.00	45.00
James Kelway. Pale pink changing to near white	5.50	50.00	PEONIES BY COLOR		
Karl Rosefield. Bright crimson	5.00	45.00	Pink, unnamed	3.50	30.00
			Red, unnamed	3.50	30.00
			White, unnamed	3.50	30.00

PACKAGED PEONIES

Ideal for cash-and-carry, self-serve and counter sales. Strong plants in individual packages of bright yellow enamel paper, lined with waterproof paper, capped with cellophane. Large full-color pictures and planting instructions on the package.

EDULIS SUPERBA, rose-pink **FELIX CROUSSE,** crimson
FESTIVA MAXIMA, white **KARL ROSEFIELD,** red
MONS. JULES ELIE, light pink

Minimum shipment, 50 packages. Order in multiples of 10 of a variety.

50c each**FALL BULBS**

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COMING EVENTS**MEETING CALENDAR**

July 1—Connecticut Nurserymen's Association, family party, Lake Compounce, Bristol, Conn.

July 6 to 8—New York State Nurserymen's Association, summer meeting, Statler Hall, Cornell University campus, Ithaca, N. Y., and New York state experiment station, Geneva.

July 7—Canadian Association of Nurserymen, bus tour of nurseries in the Toronto, Ont., area, handled by the Ontario Nurserymen's Association, starting from Sheridan Nurseries, Ltd., Sheridan, Ont.

July 10—Ohio chapter, National Shade Tree Conference, summer meeting, Ohio agricultural experiment station, Wooster, O.

July 18 to 23—American Association of Nurserymen, annual convention and trade show, Sheraton hotel, Philadelphia, Pa.

July 30 and 31—Indiana Association of Nurserymen, summer meeting, Indianapolis, Ind.

August 4 to 7—Michigan Association of Nurserymen, nursery and landscape management conference and nursery tour, Michigan State University, East Lansing.

August 5—New Jersey Association of Nurserymen, summer meeting, Princeton Nurseries, Princeton, N. J.

August 5 to 7—West Virginia Nurserymen's Association, summer meeting, Daniel Boone hotel, Charleston, W. Va.

August 6 and 7—Iowa Nurserymen's Association, summer meeting, Shenandoah Nurseries, Shenandoah, Ia.

August 9 to 11—National Mail Order Nurserymen's Association, Inc., summer meeting, Hotel La Salle, Chicago, Ill.

August 9 to 15—A. A. N. Nursery Management Conference, Georgia Center for Continuing Education, Athens, Ga.

August 11 to 13—Ohio Nurserymen's Association, summer meeting, Lake Erie College, Painesville, O.

August 12—Pennsylvania Nurserymen's Association, summer meeting, Hershey park, Hershey, Pa.

August 16 to 18—Virginia Nurserymen's Association, summer meeting, the Cavalier hotel, Virginia Beach, Va.

August 16 to 19—Texas Association of Nurserymen, annual convention, Fort Brown memorial center, Brownsville, Tex.

August 17 to 21—National Shade Tree Conference, annual meeting, Statler hotel, Detroit, Mich.

August 19—New England Nurserymen's Association, summer meeting, Harkness memorial park, Waterford, Conn.

August 23 to 25—Southern Nurserymen's Association, annual convention, Robert Meyer hotel, Jacksonville, Fla.

August 30 to September 5—A. A. N. Nursery Management Conference, Sagamore Conference Center, near Raquette Lake, N. Y.

September 10 to 12—Louisiana Association of Nurserymen, convention, Hirsch youth building, Louisiana state fairgrounds, Shreveport.

September 10 to 12—Arkansas State Nurserymen's Association, convention, Vel Rose motel, Hot Springs, Ark.

September 22 to 24—California Asso-

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ciation of Nurserymen, annual convention, Lafayette hotel, Long Beach, Calif.

October 7 to 10—American Horticultural Council, 14th annual congress, Rochester, N. Y.

NEW YORK SCHEDULE

Details for the summer meeting of the New York State Nurserymen's Association have been announced by A. M. S. Pridham, professor of ornamental horticulture, Cornell University, Ithaca, N. Y. Following is a schedule of the activities for the meeting, which will be held July 6 and 7 at Statler Hall, Cornell University, and July 8 at the New York state experimental station, Geneva, N. Y.:

JULY 6

7:30 p. m.—Directors' meeting, Sun room, Statler Hall.

7:30 p. m.—Tour new plantings on the Cornell University campus with Charles Cares, associate professor of ornamental horticulture, Cornell. Golf at Cornell University golf course.

10 p. m.—"Aloha," rathskeller, Statler Hall.

JULY 7

9 a. m.—Tour of upper greenhouse range, Judd falls, Tower road, greenhouse cooling and plastic greenhouses, with R. W. Langhams, assistant professor of floriculture, Cornell.

10:15 a. m.—A discussion on nursery uses of herbicides and nematocides with Prof. William Mai, department of plant pathology, Cornell, speaking on nematocides, and Dr. Pridham speaking on herbicides. Equipment demonstrations with Cornell staff members and commercial representatives.

12:20 p. m.—Lunch, main cafeteria, Cornell campus.

2 p. m.—Visit to turf research plots on Pleasant Grove road, with Dr. John F. Cornman, department of floriculture and ornamental horticulture, Cornell.

3 p. m.—Tour of Cornell rose garden, with the Cornell staff members talking on veronica control, disease and pest control on roses and American elms resistant to Dutch elm disease.

5 p. m.—Picnic at Taughannock state park with recreation, refreshments and a chicken barbecue.

JULY 8

9:30 a. m.—Assemble in Jordon Hall Administration building, agriculture experiment station, Geneva, to view exhibits and demonstrations on research projects on nursery problems.

10 a. m.—Welcome by Prof. A. J. Heinicke, director of the New York state agriculture experiment station.

10:30 a. m.—Tour of experiment station research and trial plots.

1 p. m.—Lunch, Geneva Country Club.

PLAN A. H. C. CONGRESS

Rochester, N. Y., has been selected by the American Horticultural Council as the host city for the 14th annual American Horticultural Congress, scheduled for October 7 to 10.

One of the features of the program will be a talk given at the president's dinner Wednesday, Octo-

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ber 7, by Andre De Vilmorin, vice-president of the French Horticultural Society. Other speakers include Wilbur Wright, director of Rochester parks; George Spalding, superintendent of the Los Angeles State and County Arboretum, Arcadia, Calif., and an official of the Eastman Kodak Co. A program to be presented by Cornell University, Ithaca, N. Y., is also planned.

In addition, a field trip will be made Friday, October 9, to the New York state agricultural experiment station at Geneva and to Jackson & Perkins Co., Newark, N. Y. A post-convention bus tour of Rochester parks will also be available.

EDUCATIONAL PROGRAM

At the Dallas convention last year, the special program of the A. A. N. garden center committee and that of the National Landscape Nurserymen's Association were held simultaneously, and many delegates found the choice between the two sessions a hard one to make. Realizing that a great number of nurserymen are interested in both landscaping and garden center topics, the two groups this year have scheduled a joint educational program, the first half of which will be devoted to garden center techniques and problems, with talks and discussions on landscape subjects to be presented during the second half.

Panel discussions, which allow exchange of information on the widest possible range of topics, are featured in the presentations of both the garden center committee and N. L. N. A. The joint program will be given Tuesday morning in the Grand ballroom of the Sheraton hotel and is arranged as follows:

TUESDAY, JULY 21

9 a. m.—"Garden Center Program Orientation," by Jack Schneider, chairman.

9:10 a. m.—"Increasing Your Share of the Consumer's Dollar," by Dr. Robert L. Smith, chairman, department of marketing, Syracuse University, Syracuse, N. Y.

10 a. m.—Question and answer period.

10:30 a. m.—Recess.

10:45 a. m.—Garden center panel (general discussion of garden center problems), with Jack Schneider, Orchard Nursery & Florist, Lafayette, Calif., moderator, and Larry Palmer, Breck's Garden Center, Millburn, N. J.; Jack Siebenthaler, Siebenthaler Co., Dayton, O.; Willis Stribling, Stribling's Nurseries, Merced, Calif., and Don Hastings, Jr., H. C. Hastings Co., Atlanta, Ga., panel members.

12:10 p. m.—Break for lunch.

2 p. m.—"Flowering Crab Apples for Landscape Use," by Arie F. den Boer, Des Moines, Ia.

2:30 p. m.—"Forty Centuries of Gardening" (illustrated), by Ralph E. Griswold.

3:30 p. m.—"Operation Trade Secrets"

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ARKANSAS MEET

Sam Peace, president of the Arkansas State Nurserymen's Association, announces that the group will hold its convention at the Vel Rose motel, Hot Springs, Ark. The dates announced for the event are September 10 to 12.

LOUISIANA DATES

Dates for the convention of the Louisiana Association of Nurserymen have been announced as September 10 to 12 by James A. Foret, professor of horticulture, Southwestern Louisiana Institute, Lafayette, La. The meeting will be held at the Hirsch youth building at the Louisiana state fairgrounds, Shreveport.

NEW YORK GARDEN AWARDS

Charles B. Harding, president of the New York Botanical Garden, Bronx Park, New York city, announced at the annual meeting of the garden, May 27, that preliminary plans have been prepared by architects for a new library addition to the museum and administration building at an estimated cost of \$1,000,000. This proposed addition will also provide space for the expansion of the herbarium. It is expected that this latter work will be undertaken this summer.

The garden presented its distinguished service award to Edward Steichen, famous photographer, for his interest in plants and particularly in the breeding of delphiniums, which dates back to 1910. Over the years he developed many new and attractive varieties, and while president of the American Delphinium Society he sponsored a program at the New York Botanical Garden of investigation into the crown rot of delphiniums.

The award was also presented to Dr. William J. Robbins, director emeritus of the garden, for his varied attainments in experimental botany and for his administration of the botanical institution, which was marked by an enlargement of its physical facilities.

REPORT received June 5 stated that Dr. James Foret, Southwestern Louisiana Institute, Lafayette, La., was in a hospital at New Orleans, being treated for a detached retina.

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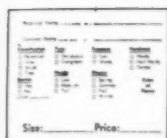
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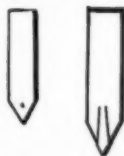
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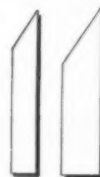
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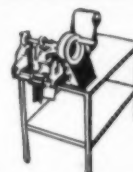
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OBITUARY

Leland S. Hendricks

Leland S. Hendricks, operator of Hendricks Nursery, Indianapolis, Ind., died in a hospital there May 14. He was 65.

A member of the Indiana Association of Nurserymen, Mr. Hendricks was a veteran of World War I. He was a life-long resident of Marion county, Indiana, and belonged to the Bethany Evangelical Lutheran church and the Southport Masonic lodge.

He is survived by the widow; a daughter, Nancy Hendricks; a brother, and three sisters.

Mrs. Louis Vanderbrook

Mrs. Louis Vanderbrook, wife of Louis Vanderbrook, president, Vanderbrook Nurseries, Inc., Manchester, Conn., died early last month at the Manchester Memorial hospital. Born February 22, 1904, at Palmer, Mass., she had resided at Manchester about 40 years before moving to Vernon, Conn. She was a member of the Eastern Star, a past matron of the Amaranth, a member of Aisha Temple of the Nile and a member of the Second Congregational church, Vernon.

Surviving are the husband; a son, Bruce; a grandson, Mark; her mother; a brother; two stepbrothers, and a sister.

Julius Rothenberger

Julius Rothenberger, operator of a nursery brokerage business for 22 years at Menlo Park, Calif., died in a hospital at Redwood City, Calif., at the age of 72. Funeral services were conducted May 21.

In 1937 Mr. Rothenberger emigrated from Germany, where he owned a department store. He was a member of Temple Beth Jacob, at Redwood City. Survivors include the widow, Clara; three daughters, and four grandchildren. W. B. B.

APPOINTED midwest garden editor of The American Home Magazine was Gretchen Harshbarger, Iowa City, Ia., former garden editor of Household magazine and current president of the Garden Writers' Association of America. A niece of Henry Field, Field Seed & Nursery Co., Shenandoah, Ia., she has done much horticultural writing since she obtained her degree in landscape architecture at Cornell University, Ithaca, N. Y.

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THIS BUSINESS OF OURS

Reflections on the Problems of Nurserymen

By E. Sam Hemming

EXOTIC PLANTS

Sometimes in landscaping it is desirable to have plants that are unusual in appearance and striking in effect. This need occurs more frequently in landscaping the modern or ranch-type house than it does in landscaping the conventional or traditional style, particularly if there are structural or architectural features within the garden. In corners, by pools, in courts and on patios there are often spots that seem to call for such plants.

In California and Florida, where many subtropical plants are grown, there is no dearth of exotic-appearing plants; it is in the landscaping of these sections that one often finds this type plant used. In the more temperate sections of the country nearly all the plants grown are conventional in form and texture, and while exotic-appearing plants are not so often needed, there are places for them even in old colonial gardens. The sheared topiary plants, the tubbed bay tree or oleander and even the rubber plant have their place.

Either Native Or Actual Exotic

Exotic-appearing plants may be either native plants or actual exotics, and the effect may be achieved with any plant that will create a contrast by its unusual foliage size, color or texture. It also can be created from an unusual habit of growth, more particularly a pronounced vertical or horizontal one. Other means of gaining this effect are use of large flowers, topiary or other unusually trained plants and the use of actual tubbed tropical exotics.

Some of the plants that can be used to create exotic effects are those with large foliage. Magnolia tripetala is an excellent plant for this purpose because it generally has several trunks and is more of a bush than a tree, growing not unlike a birch. Its 2-foot leaves are certainly striking in effect. Magnolia macrophylla has even larger leaves, but its growth habit is different.

Contrasting large foliage can be found in the catalpa (perhaps that is why Catalpa bungei was once so popular) and paulownia. An unusual effect can be created by cutting down the young paulownia to the

ground each spring, whereupon it will grow eight to 12 feet in the summer, and the individual leaves will be large. Of course, that can only be done for a few years. Sometimes to gain certain effects it is necessary to use such annuals as the castor bean or even the tender bulbs, such as the canna. A vine with large leaves is the Dutchman's pipe.

Shrubs To Use

Plants with pronounced vertical or horizontal growth occur among the shrubs. Aralia or devil's-walking-stick has stiff, erect stems, which together with its tassel of leaves and berries, create a unique effect. Mahonia bealei and nandina have the same habit but the effect is less pronounced.

Somewhat different in character is the staghorn sumac (Rhus typhina), which has an irregular stem and large compound leaves. This plant comes as close to producing the palm

effect as any plant can in the temperate zone.

Vertical effects can be achieved also with pampas grass and hardy bamboo (the latter I would use only sparingly). The horizontal effect does not occur often in plants, however, the dogwood and Viburnum opulus create that effect when in flower. The evergreens araucaria and perhaps Cunninghamia are somewhat horizontal. The cut-leaved Japanese maple tends to grow horizontally, but is a bit pendulous at the tips.

Water Garden Plants

Other plants that might be used in temperate gardens for this purpose are the nelumbium (lotus) in water gardens and the common cattail (typha). For large flowers there are the mallows, or hardy hibiscus.

When the gardener has the facilities to take care of them, subtropical and tropical plants can be tubbed or boxed and used effectively. The range is large from cacti, through ficus to palms. In a previous article appearing in this magazine about indoor landscaping, I mentioned the possibility of a return to popularity of stove plants. If they do become popular, some of them may be used in the garden for exotic effects.

Of course, the use of such plants

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must be most conservative, but when a striking effect is desired the plants that have been mentioned should be considered.

ACCEPTS CARNEGIE POST

The appointment of Dr. George H. M. Lawrence as director of the new Rachel McMaisters Miller Hunt Botanical library being established at the Carnegie Institute of Technology, Pittsburgh, Pa., was recently announced by Dr. John C. Warner, president of the institute. Dr. Lawrence has served since 1951 as director of the Liberty Hyde Bailey Hortorium at Cornell University, Ithaca, N. Y., and will assume his new duties at Carnegie Tech in the fall of 1960, when completion of the library is scheduled.

It will be situated in a penthouse atop the institute's new Hunt Library, made possible through a gift from Mr. and Mrs. Roy A. Hunt last October. The penthouse library will house Mrs. Hunt's rare botanical collection, which has been described by experts as one of high professional distinction. Its 2,000 titles include incunabula, herbals, color plate books and an exceptional collection of botanical prints and original drawings. It is particularly noteworthy for its collections of books published during the 16th, 17th and 18th centuries.

In addition to directing the Bailey Hortorium, Dr. Lawrence is currently serving as chairman of the American Horticultural Council's commission on nomenclature and registration and as a director of the Fairchild Tropical Garden, near Miami, Fla.

POSTSCRIPT ON SPRING

A further indication—in addition to the reports carried in the June 15 issue—that last spring was a generally favorable season for northern wholesalers is given in the following letter from H. J. Timmons, Buntings' Nurseries, Inc., Selbyville, Del.:

"We have been fortunate this spring in getting favorable weather for both digging and planting. I am pleased to report that we have had an over-all substantial increase in volume. Generally, this has been quite a satisfactory season."

FIRE destroyed the building housing the O. C. Hope Nursery Co. and the U. S. post office at Scottsville, Tex. O. C. Hope, Jr., owner of the nursery and postmaster of Scottsville, estimated the losses to be high.

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COVER ILLUSTRATION

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**Acer Senecaensis**

tween the small-maturing chalk maple of the south and the much larger sugar maple of the north has proved to be a beautifully formed, round-headed maple having desirable characteristics fostered by both parents; it has the hardihood of the sugar maple, is limited in size by the genetic determination of its seed parent, colors beautifully in autumn and does well under less than good growing conditions.

This most desirable hybrid seeds freely, and seedlings come quite true as to woody structure and with but slight variation in leaf size. Trees at Rochester, at better than 40 years of age, are about 25 feet high and as broad, and this development would seem to indicate maturity at no great additional height.

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SHRUBS AND VINES FOR AMERICAN GARDENS, by Dr. Donald Wyman.....\$8.00
Planting guide. Recommends about 1,100 species and varieties. Secondary list of 1,700. Gives 800 blooming dates in sequence. Maps show hardiness zones of U. S. and Canada. 442 p. (1949).

GROUND COVER PLANTS, by Dr. Donald Wyman.....\$4.75
Describes 200 kinds of woody plants and herbaceous perennials which can be employed to cover the soil. Chapters: Hardiness. Planting. General Maintenance. Winter Protection. Pruning. Propagation and Equipment. Twenty lists indicate plants best suited for various conditions. 175 p. (1956).

CRAB APPLES FOR AMERICA, by Dr. Donald Wyman.....\$2.00
Breeding, propagation, culture, diseases and insects. Best varieties for flowers, fruits and economic purposes. Originators and introducers. Keyed source list. 63 p. (1955).

LILACS FOR AMERICA. Report of the Lilac Survey Committee...\$1.00
Lists about 30 species and 800 varieties. Color classification, originators and introducers. Keyed sources of supply. 100 varieties recommended. 48 p. (1953).

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By John J. Pinney. 64 p. (1958). \$1.00.
American Nurseryman Chicago 4, Ill.

lawns but a few feet in width or for a clean, well-behaved shade tree on home grounds of limited area. *Acer Senecaensis* should prove most satisfactory.
J. G.

WEIGELAS

(Continued from page 13)

pure white flowers which do not fade to pink (1908). Bristol Nurseries, Inc., Bristol, Conn., has an as yet unnamed seedling that certainly bears further trial as a competitor to this variety.

Conquerant: An early-blooming variety introduced by Lemoine, that has rose-colored flowers about the largest of any, two inches in diameter (1905).

Dame Blanche: A midseason-blooming variety with flowers on the same branch that may be either white or pink. These open white, but gradually fade pink, giving the 2-tone effect which to some is pleasing. A Lemoine introduction (1905).

Floreal: Flowers a moderate purplish pink, do not fade so much as those of some other varieties; early-blooming (1908).

Gracieux: An early-blooming Lemoine hybrid with flowers light pink (1905).

Richesse: An early-blooming variety with flowers uniformly pale pink (1937).

Seduction: An early-blooming Lemoine hybrid, very floriferous, with flowers about the darkest red of any variety (1914).

Styriaca: Very floriferous, moderate purplish-pink flowers, best color of any in its group (1917).

Vanicek: One of the best and hardiest of the red-flowered varieties. The color is similar to that of Bristol Ruby, but it is a hardier plant. It was found by V. A. Vanicek, Newport, R. I., years ago, who never thought enough of it to grow it in much quantity. Eventually some cuttings were sent to and propagated in Holland under the name Newport Red; more recently introduced as a new variety as Cardinal Red; grown in Alabama under the name Rhode Island Red. All these are identical and should be termed Vanicek, an excellent, hardy, red-flowering variety. This old-fashioned custom, often used by some to increase sales, of placing new names on standard recognized varieties, is certainly to be most strongly discouraged (1942).

W. florida Folis Purpureis: With purplish-green foliage, pink flowers (not a very good color combination!) but dwarf habit—a 20-year-old plant in the Arnold Arboretum

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W. florida variegata: Flowers deep rose, leaves edged pale yellow; a compact grower to about four feet and an excellent one for its foliage variegation (1884).

W. florida Nana variegata: Dwarfest of all; a 10-year-old plant in the Arnold Arboretum is only three feet tall. Grown chiefly for its leaf variegation and dwarf habit (1941).

W. florida venusta: Introduced from Korea in 1905 by the Arnold Arboretum, the original plant is still alive. It is the hardiest (with *W. middendorffiana*), graceful in habit with pale uniformly purplish-pink flowers. Recommended only for hardiness, not its flowers. This could well exemplify the best of the *W. florida* forms (1905).

W. middendorffiana: Flowers sulphur yellow, much better than those of *W. maximowiczii*, a native of northern China. Korea and Japan. It does best in a cool, moist situation (1880).

Weigelas Which Might Be Discarded

W. coracensis—Too tall (1881).

W. coracensis alba—Too tall (1884).

W. decora—Poor flower color (1936).

W. floribunda—Recommended varieties better (1884).

[Continued on next page]

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W. floribunda grandiflora—Recommend-
ed varieties better.
W. floribunda versicolor—Flowers poor
color (1880).
W. florida (W. florida venusta is best)
(1887).
W. florida alba—Flowers fade pink
(1908).
W. hortensis—Least hardy (1876).
W. hortensis nivea—Least hardy (1881).
W. japonica—Flowers change color
(1892).
W. japonica sinica—Lacks hardiness
(1908).
W. maximowiczii—Poor flowers (1915).
W. praecox—Earliest of all species to
bloom; not best (1902).
W. rosea—Synonym of W. florida.
Abel Carriere—Similar to Gracieux
(1888).
Andre Thouin—Inferior to Fleur de Mai
(1908).
Avant-Garde—Inferior to others (1914).
Boskoop Glory—Too young; may prove
outstanding; salmon pink (1957).
Bouquet Rose—Inferior to Styriaca
(1913).
Bristol Ruby—Not so hardy as Vanicek
(1940).
Cardinal Red—Synonym of Vanicek.
Chameleon—Similar to Floreal (1933).
Congo—Similar to Seduction (1908).
Conquete—Flowers large, but inferior to
others (1951).
Daubenton—Similar to Floreal (1908).
Descartes—Similar to Seduction (1936).
Dr. Baillon—Similar to W. florida (1908).
Edouard Andre—Similar to Seduction
(1908).
Esperance—Inferior to others (1914).
Eva Rathke—Similar to Bristol Ruby;
less hardy than Vanicek (1897).
Feerie (The Fairy)—Similar to Floreal
(1925).
Fleur de Mai—Flowers fade too much
(1908).
Fraicheur—Inferior to others (1913).
Gratissima—Similar to Floreal (1888).
Groenewegeni—Flowers deep rose out-
side, pale rose within (1884).
Gustave Mallet—Similar to Majesteaux
(1884).
Hendersoni—Similar to Lavellei (1888).
Ideal—Similar to Majesteaux (1932).
Incarnata—Inferior to Vanicek (1908).
Isoline—Flowers both pink and white, in-
ferior to Dame Blanche (1884).
La Perle—Similar to Fleur de Mai
(1938).
Lavellei—Inferior to Bristol Ruby; small
flowers (1884).
Le Printemps—Somewhat similar to Flo-
real (1908).
Looymansii aurea—Yellow foliage needs
shade.
Loweii—Flowers a dull, purplish crimson
(1887).
Madame Coutourier—Inferior to Dame
Blanche, fades considerably (1888).
Madame Lemoine—Flowers fade similar
to verschaffelti (1908).
Majesteaux—Flowers do not fade, pink;
others just as good (1932).
Marc Tellier—Similar to Esperance
(1881).
Monsieur Dauvesse—Inferior to others
(1888).
Monsieur Lemoine—Too tall (1884).
Mont Blanc—Inferior to Dame Blanche
(1905).
Montesquieu—Inferior to others (1908).
Newport Red—Synonym of Vanicek.
Pavillon Blanc—Similar to Mont Blanc
(1905).
President Ducharte—Inferior to Bristol
Ruby (1908).
Profusion—Inferior to Styriaca (1946).
Rhode Island Red—Synonym of Vanicek.
[Concluded on next page]

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Stelzneri—Similar to Gracieux (1884).
 Vanhouttei—Similar to Marc Tellier (1884).
 Venosa—Too tall (1887).
 Verschaffelti—Similar to W. japonica sinica (1887).
 Vestale—Inferior to Candida (1913).
 Voltaire—Inferior to Fleur de Mai (1908).

Varieties Not Observed in Flower

Aldenharn Glow	Madame Billiard
Avalanche	Othello
Desboisi	Pink Fairy
Dr. Buillard	Rose Mallet
Girondin	Saturne
Java Red	Springtime
La Perce	

A. H. C. ACHIEVEMENTS

Contributions to the advancement of horticulture by the American Horticultural Council were reported to the board of directors at a recent meeting held at Longwood Gardens, Kennett Square, Pa.

Dr. Albert J. Irving, New York city, president, first cited accomplishments on an international level, mentioning that the council has been named the coordinating body for American participation in the Floriade, a horticulture show planned for 1960 at Rotterdam, Holland, and that the group was represented at the organization meeting of the new International Society of Horticulture Science, held at Paris, France, in April.

Contributions by the council include the establishment of a registration center for certain woody plants, a forthcoming publication of a plant hardiness zone map in conjunction with the United States Department of Agriculture and a new award—the F. A. Bartlett medal for special recognition.

The organization of the council was improved with the adoption of a new dues structure and a more active membership campaign. Dr. Irving also reported the success of the 13th annual American Horticultural Congress, held at Williamsburg, Va., last October, and mentioned that plans for the 14th congress, scheduled for October 7 to 10 at Rochester, N. Y., are under way.

CHANGE of name and address for the Fairfax Nursery Co., Fairfax, Va., has been announced by William P. Parks. The business is now being conducted as Roadside, Inc., Nursery Dept., P. O. Box 244, Annandale, Va.

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PLANT NOTES HERE AND THERE

By C. W. Wood

A Well-Behaved Hawkweed

Contrary to the opinion of many gardeners who have had disastrous experiences with such spreaders as the devil's-paintbrush, *Hieraceum aurantiacum*, not all hawkweeds are enemies of the meticulous. The pretty, silvery *H. bombycinum* from the Iberian peninsula is a stay at home that can be trusted in even choice company. Another delightful plant of that class is the Asiatic *H. umbellatum*, for it never spreads from the root and did not self-sow in my trials. In fact it is a well-behaved plant of many virtues, not the least of them being a September and October blooming season when color is often lacking in the perennial border.

As one should expect from a hawkweed, the flowers are yellow in color, looking like a small dandelion on a tall (to three feet in good soil) plant, blooming in a flat corymb, commencing in early September and lasting until the hard frosts in October. It is a splendid companion for the other composites of the season, looking especially good among blue and lavender hardy asters. It comes readily from seeds and prospers in ordinary garden soil in sunshine.

Stray Thoughts on Perennials

Double baby's-breath. A correspondent asks for comments on the different double baby's-breath varieties. The standard by which all others are judged is the old favorite Bristol Fairy, and it is still just as good as it ever was if one gets true grafted stock that produced a prodigious quantity of excellent of excellent cutting material. The new variety Perfecta is essentially the same plant as Bristol Fairy but has double flowers about twice the size of the older variety. These are varieties of *Gypsophila paniculata*. With *G. repens*, one finds what he is looking for in Rosy Veil, a plant to two feet in height with double, pink flowers. It is especially valuable to growers of summer cut flowers because it commences to bloom two weeks ahead of other doubles, and two weeks at the beginning of the season means a lot to the commercial grower. All these baby's-breaths are best when grown in sunshine and planted in a limey soil.

Yellow gaillardias. Although yellow gaillardias seem to have lost

some of the favor they enjoyed 20 years ago, they still have value for the gardener and for cutting. I suspect, judging from what happened in my trials, that some of this cooling off came from wrong choice of varieties. If Sun God is chosen, difficulties occur right away, because that plant seemed to lack the stamina needed to help it produce its summer-long succession of big, yellow flowers; I think one could change disappointment to joy if Mr. Sherbrook were chosen. It is quite similar to the other but was strong enough to maintain itself for years in my trials.

Aquilegia clematiflora. If one was growing plants 20 years ago, he will remember how the clematis-flowered columbine, *Aquilegia clematiflora*, caught the public's eye and how popular it was for a while. Some readers may also recall that I said at the time that its popularity would probably be short lived. That prediction did not come from prescience on my part, but rather because the

plant lacked the character (wiry, graceful spurs) which has always made *aquilegia* so popular in gardens. The strain represents hybrids in which the spurs have almost entirely been bred out, leaving a flat flower in which the 10 (normally) petals and sepals are similar. As available today, the 3-inch flowers come in many of the colors for which columbines are famous. They grow to about 18 inches in height. If one has not grown them of late years, customers, who have probably never seen the plant, might be as enthusiastic about them as gardeners were years ago.

Pentstemon Seeba hybrids. After two years' trial of the new Pentstemon Seeba hybrids, I am enthusiastic about them in many ways and not so enthusiastic in others. On the credit side is a wide range of pleasing pastel shades, running all the way through pinks and lavender pinks to rose, together with an occasional white. The flowers are large, as one would expect with *P. grandiflorus*.



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florus offspring, being produced prodigiously (up to 20 or more on a stem) on 2-foot stems for several weeks, commencing in early June. It is perfectly hardy here, but I am afraid it cannot be called permanent. In any case, the plants in my trials have behaved much like *P. grandiflorus* in being either biennial in nature or blooming themselves to death. I am quite sure, though, that the neighborhood grower could make his cash register ring if he had a lot of small plants to sell when his row of Seeba hybrids is in bloom.

Oxypetalum coeruleum. The milkweed cousin, *Oxypetalum coeruleum*, which some person has named southern star, is of more than passing interest, though scarcely so exciting as some of the literature would indicate. In my trials years ago, when it was first introduced, it showed itself to be not a prodigious bloomer but one of unflagging production, commencing to flower within three months of seeding and continuing until cut down by frost. It will be seen from that behavior that an early sowing under glass would produce a summer-long bloomer. And the flowers are a lovely sky blue, one of the most pleasing shades in the floral kingdom to my eyes. Again in its favor is an ease of culture in a dry, hot spot that should endear it to any gardener's heart. And it may be grown in pots for winter bloom. So, it is not a poor milkweed relation after all. In my garden, it made a pretty, little bush to 15 or 18 inches in height. I should add that it is not hardy in northern Michigan.

Giant hyssop. One can always expect to find fragrance in a member of the labiate family; one can also usually expect to find something this side of brilliance. One will not be disappointed on either of these scores when he approaches the giant hyssop, *Agastache foeniculum*. It is an inhabitant of the dry plains from Minnesota and Nebraska westward, requiring a difficult spot in plantings—a dry spot in full sun, where, if the soil is rich, the plant may get

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to six feet in height and produce numerous terminal spikes of anise-scented, purplish flowers all summer long.

Reinwardtia indica. Northern gardeners should be warned at the outset that this plant is not for them unless they are prepared to sell tender plants to window gardeners. I doubt if it would stand much frost; so it is probably of no value as a landscape plant outside the deep south and southern California. But it should interest window gardeners everywhere.

Take a golden flax, *Linum flavum*, and turn it into a little shrub, with golden-yellow flowers to two inches in diameter, and you have a fairly good picture of *R. indica*, which may be remembered by older gardeners as *R. trygyna*. But that will not indicate the joy it can be in a sunny window in winter, when it covers itself with golden-yellow flowers. Much of that joy will come from its ease of culture in ordinary potting soil and under ordinary care. It will probably require quite frequent pinching to keep the plants compact, however. It should be grown from cuttings of fresh growths in spring.

Day lily Susan Treadwell. What does one look for in a day lily? Is it a day lily or an assortment of colors that a real day lily would be ashamed to own? If it is the former, then a second look should be taken at one of the Sass varieties, Susan Treadwell. In it one will find true lily form and a soft golden-yellow color that the most aristocratic day lily would be proud to put on. In addition, the plant blooms in August and September, after most other kinds have put aside their festive moods, and the plant grows close to four feet. What more could one ask of a day lily?

Day lily Mongol. The plant mentioned in the preceding note reminds me of another modern variety, Mongol, which should interest all lovers of these useful plants. If one is of the many gardeners who judge the worth of all yellow day lilies by comparison with that grand old variety, Hyperion, he may be interested to know that a host of hemerocallis fans thinks that the newer Mongol is superior. Like Hyperion, it is light canary yellow. It grows about three feet tall under good culture and blooms in July and August. Its flowers are among the largest that I have seen, being close to six inches across in the form of a flaring trumpet.

Daffodil Trevithian. I have been taken to task several times lately because daffodils are so seldom men-

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tioned in this column. I want to assure all who have written that it is not because I do not admire the plants; rather it stems from the multiplicity of varieties which makes it quite impossible to do them justice in limited space. However, I shall be glad to give brief comments from time to time on kinds which come to my attention and can be discussed within space limits.

I never have seen a jonquil hybrid that I did not like, so I was not surprised when Trevithian first flowered that I immediately was attracted to its lemon-yellow (with a sparkling brightness not often associated with that color) flowers. Subsequent experience with it only served to heighten the original esteem felt for its bright color, floriferousness (usually three flowers to a stem, though it may have two or four), its ability to stand up under the hottest sun of its season and its strong stem that holds it aloft in the windiest weather. And then there is a delightful fragrance to please those who garden with their noses.

Mosses. With the present interest in dish gardening and terrariums, the neighborhood grower and garden center have an opportunity to do some profitable merchandising in mosses. There is a wealth of pleasure to be had from arranging dish gardens with mosses and lichens along with other natural objects, as I have proved to myself throughout the years. It gives me an opportunity to exercise what I hopefully call my artistic faculties (eccentricities, in the eyes of my friends, both of them) and the pleasure of rambles in field and forest. If one has never tried moss gardening, he is in for a pleasant experience, I am sure. And a profitable outlet may be found for artistic abilities. It would please me not a little if readers would send me a card telling me if their friends think it artistic or eccentric.

Potentilla tommasiniana. Three or

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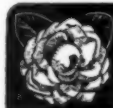
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four years ago I wrote the following for an amateur garden magazine: "I scarcely know how to commence a note on a cinquefoil that I never have seen nor never even heard of, but when an American Nurseryman reader in the east tells me that *Potentilla tommasiniana* is a good thing, I feel that I am on safe ground when I recommend it." Since then I have grown and studied the plant and can report to American Nurseryman readers that it lived up to that reputation. According to my interpretation of the plant, I would place it in the vast complex which is embraced by the term *P. verna* and would put it near the top of the kinds so far as garden effects are concerned. It makes a mat of pretty gray leaves, palmately cleft, with sheets of golden-yellow "roses" at the time that *Phlox subulata* is in bloom. Like most of the *P. verna* clan, it does well in dry, sunny situations.

Felicia Bergeriana

Judging from the reactions to a note of mine published in a recent amateur garden magazine on the south African blue daisy, *Felicia amelloides*, it appears that gardeners look upon *Felicia bergeriana* as another tender subject. Actually, the latter is an annual; so it cannot be compared with *F. amelloides* at all.

I am told that the present plant, *F. bergeriana*, selfsows in the south; so a gardener seldom has to plant again after it is once introduced into his garden. Here, at Copemish, Mich., I treat it as a tender annual, sowing each spring and growing it in pots until settled weather arrives. As it grew here, it got to eight inches in height, and has bloomed continuously from the time it commenced until frost. Starting time, of course, depends upon when the seeds are germinated. The flowers are a pleasing shade of blue, somewhat like the perennial *F. amelloides*, but are of a little darker shade. I suspect it would make a good bedding item for the neighborhood grower to sell from pots.

FLORIDA CONVENTION

[Continued from page 7]

bers of the experts' panel were R. E. (Ed) Brown, Goochland Nurseries, Inc., Pembroke; Senator Edwin Fraser; Dick Johnson, Seminole Nurseries, Largo, and E. S. (Bud) Reasoner, Reasoner's Tropical Nurseries, Bradenton. Four nurserymen from the audience were selected to serve as a guest panel to match wits with the experts' panel. Most of the 2-hour discussion centered around developing the production cost of

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ornamental plants widely used in Florida as given in the table on page 7.

The discussion on production costs brought out the fact that costs vary widely as a result of difference in climatic conditions, size of the nursery operation, season of the year in which the principal growth of the plant is produced, quality and utilization of labor and the record-keeping problem. The discussion highlighted the need for using a system of cost accounting in a nursery operation.

The cost account of each item should be used to determine the profit and loss in handling different plants, so that the grower will not be misled by the volume of stock moved of a nonprofit item in his operations, as against a plant of which less volume may move but which may show more of a profit. Some of the items that should be carried in the cost analysis sheet include liners, soil, rent on land, fertilizers, sprays and labor for lining out, watering, weeding and other cultural operations.

Cost Items Varied

The cost of supplies, such as bur-lap, nails and containers, should also be included. The overhead costs of sales—personnel, advertising, transportation and cost or rent of office—insurance, taxes, maintenance, interest, depreciation and land rent, should certainly be carried in a cost analysis program. The nominal or expected profit percentage should be added to the costs.

The sum and substance of the total discussion was that price should be based on the cost of production rather than on the price that the competitor is asking. Obviously, this does not mean listing a lower price just because one's production costs are lower, but should serve as a means of determining which item should be dropped and which item should be increased. Clearly, the profitable item should be increased.

Foliage Growers Meet

At the same time that the landscape men and nurserymen were involved in discussing the cost of production and price situation, the foliage growers were meeting to hear R. Van Overschelde, horticultural buyer for the F. W. Woolworth Co., discuss the marketing of foliage plants through the variety stores. He stated that the sale of foliage plants through variety stores was increasing, but that the supermarkets were giving increasing competition to the variety stores. He felt that the large plant or specimen plant



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sales through the variety stores were new business.

Mr. Overschelde did not feel that this type of sale was taking business away from the local florist, since the local florist still sold the buyer who wanted such personal services as dressing of the plant, delivery, etc. In fact, he felt that the variety store sales had actually aided the florists' business.

In answer to questions from the floor as to what could be done in the production end in Florida to improve the movement of foliage plants, Mr. Overschelde stated that the time on the road and the shock of shipping were probably the biggest factors that influenced the quality. He stated that freezing in transit was sometimes a problem and that actually the complaints on foliage plants produced in Florida were small percentagewise. The principal problem is the time required for the plants to become acclimated after reaching the market.

The Robert Meyer hotel did an excellent job of creating a western setting and atmosphere for the chuck-wagon dinner and square dance. The affair was well attended and enjoyed by all.

President Roy Rood, Rood Landscape Co., Jupiter, presided at the business session Friday, May 29, after a showing of the American Association of Nurserymen film, "Basic Technique for Home Landscaping."

Cites Year's Activities

James Griffin, executive secretary, reported an F. N. G. A. membership of 840. He stated the association had been active in educational affairs during the year. The activities included support of the extension program of the University of Florida, setting up a display in the student agricultural fair at the university and establishment of a 2-year research fellowship in ornamental horticulture. The F. N. G. A. has also been active in the agricultural council on legislative matters pertaining to biennial appropriations for research in agriculture.

Senator Edwin Fraser made the report of the legislative committee for Chairman Curtis Peterson, Peterson Nurseries, Lakeland. He stated that the F. N. G. A. supported the program to reorganize the department of agriculture of Florida for more efficiency and a closer relationship with growers and producers. Committee action, he said, has resulted in establishing a 6-month permit for tree movers to move on Florida highways.

The talk, "Sell or Else," by

HARDY FIELD-GROWN STOCK

- White, Pink and SUPER RED Flowering Dogwood.
 - Shade Trees and many Flowering Ornamental Trees.
 - Various kinds of Hollies and other Evergreens in 3 and 4-yr. finished plants.
 - Fruit Trees, one and two years old, in general line.
 - Grapevines and Berry Plants.
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G. H. W. Schmidt, manager, Florida Tractor Co., Jacksonville, was well received by the convention audience. Mr. Schmidt said that selling in business involves answering and filling the needs of people. He stated that the job could best be done by happy and satisfied salesmen filling the needs of a customer at a profit to both the customer and business. To do the job, the salesman should have a pleasant voice and show a sincere interest in the customer, said Mr. Schmidt. He stressed the fact that a good salesman should be honest, truthful and enthusiastic about the product he is selling and toward the customer's needs or get out of the business of selling.

Customer Losses

Mr. Schmidt pointed out that normally a business could expect to lose 30 per cent of its customers per year. Of the 30 per cent, 9 per cent move to places offering lower prices, 3 per cent move to another locality and 1 per cent die, but 60 per cent move because of poor or indifferent salesmen. He reported on a survey of 3,400 salesmen, which showed that only 6 per cent of the salesmen made an all-out effort to sell, and a like number were actually hostile to the customer. The other 88 per cent were indifferent to moderately interested in finding out what the customer wanted and selling to fill the customer's needs. He closed by cautioning nurserymen to examine themselves and their salesmen with an idea of improving their ability to find out and fill customer needs in a pleasant, helpful and profitable manner.

F. Raymond Brush, A. A. N. administrative assistant, was the principal speaker at the A. A. N. luncheon Friday, May 29. The convention exhibitors also met at a luncheon.

Many nurserymen and others spent most of Friday afternoon on a tour of the A. G. Cummer estate and Italian gardens development. Unusual combinations of plants adapted to the Atlantic coast area of Florida were noted.

In addition to the final business meeting of the convention, Saturday's activities included a showing of the film, "Enthusiasm in Selling." Harry Schneider, sales manager of the United Electric Co., gave an informative and interesting talk entitled "You Are Important." Both the film and Mr. Schneider's talk carried out the convention theme of selling and merchandising.

Past President Roy Rood and Mrs. Rood were honored at the banquet and dance that ended the convention Saturday evening, May 30.

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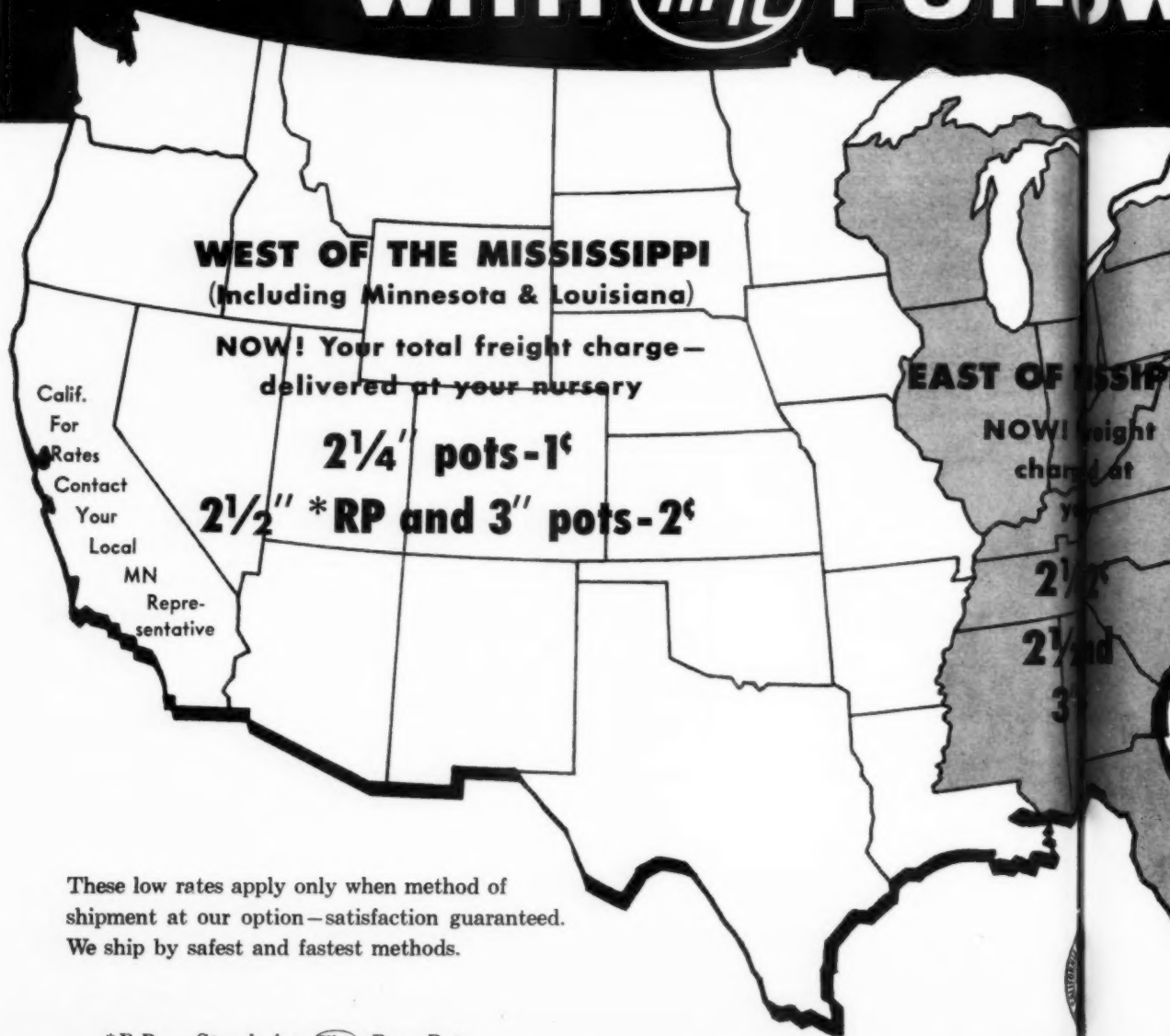
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
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CALIFORNIA ASSOCIATION OF NURSERYMEN

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LOS ANGELES CHAPTER

The Silver Saddle Inn, Downey, Calif., was the site of the May 27 meeting of the Los Angeles chapter of the California Association of Nurserymen. Sixty-five members and guests were present when Harold J. Botts, Botts Nursery, Anaheim, president, called the meeting to order.

Carl Zanger, Perry's Plants, Montebello, introduced the following guests: Mr. and Mrs. John Van Barnveld, Rose Hills memorial park, Whittier; Mr. and Mrs. Homer Green, Ortho Products; Roy Willege, Tomlinson's Select Nursery, Whittier; Tockey Veyna, Orange County Nursery, Norwalk, and Mr. and Mrs. Kimura, Kimura Nursery, Azusa.

After dinner a fashion show was presented for the ladies, and a plant forum was conducted by Jerry Taylor, Monrovia Nursery, Azusa.

Program chairman and vice-president, Chuck Vogels, Chuck's Nursery, Covina, introduced the guest speaker of the evening, Dr. Vic Ahlheim, president of Sleep Education Research & Development Corp., and instructor of hypnosis and sleep education. Dr. Ahlheim spoke on the many applications of hypnosis, from medical surgery to the teaching of foreign languages, and stated that the effect of repeated advertising in TV and newspapers is a form of hypnosis.

After prizes were awarded, the meeting was adjourned.

Dick Meadows, Sec'y.

SAN FERNANDO CHAPTER

An exceptionally large attendance marked the May meeting of the San Fernando Valley chapter, California Association of Nurserymen, held at the Samoa House, Encino.

After a Cantonese dinner there was little time for a business meeting, and the rest of the evening was devoted to a program presented by the county agriculture farm advisory department. Conducted by John Stark, head of turf research, the program offered much interesting information on turf management and included slides showing worms, insects and fungi that attack lawns.

Before adjournment, it was an-

nounced that the June 11 meeting was to be held at the Los Angeles State and County Arboretum, Arcadia.

Paul Lombard, Sec'y.

TRI-COUNTY CHAPTER

The May 22 meeting of the Tri-County chapter of the California Association of Nurserymen was held at the Miramar hotel, Santa Barbara, with 35 members present. The minutes of the previous meeting were read and approved, and the treasurer's report was accepted by the chapter.

The program for the evening featured a film on cymbidiums, supplied by Dos Pueblos Orchid Co., with LaVerne Beavers as the speaker. The discussion of the summer barbecue was postponed until the next meeting.

Walter S. Barrows, Sec'y.

RENAME DAVIS DIVISION

The department of landscape management at the University of California at Davis is now to be known as the department of landscape horticulture, according to an announcement by Daniel G. Aldrick, dean of agriculture at the university, who stated that the new title more adequately describes the research and teaching responsibilities of the department.

Two major research projects to be undertaken by the department are the evaluation of trees for ornamental purposes and the culture of trees and shrubs for ornamental purposes. An active program in turf grass research, particularly as it relates to irrigation practice, is also being carried on by the department.

SAN MATEO PRIZES NAMED

Premium lists for the silver anniversary of the San Mateo county fair and floral fiesta, San Mateo county, California, have been mailed to nurserymen in the county. Others may obtain them through application to the fair headquarters in the Fiesta building at San Mateo.

Cash awards totaling about \$55,000 will be given to winners in the



We grow 36 varieties of choice shade trees on our 800-acre growing grounds. For ready demand this year we suggest:

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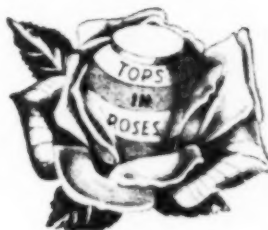
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horticultural design events this year; all premiums come from state taxes on horse racing. A prize of \$1,320 is offered for the best design of a garden featuring a waterfall, and \$1,250 will be presented to the designer of the best educational display showing combinations of building and plant materials. Also being offered are a \$1,050 award for the best design of a San Francisco bay area garden terrace and \$900 for the best design of a modern indoor garden.

Other prizes include \$800 for the best planting of a shade garden, and \$600 for the winning design of a garden featuring western living. Awards of \$500, \$450 and \$400 will be given to winners both in the outdoor living room class and in the water gardens class. Four hundred dollars, \$350 and \$300 will be awarded for the industrial landscape designs that best illustrate a practical area for employee relaxation, and \$300, \$250 and \$200 will be presented to those entries in the "Tomorrow's Garden" class that most effectively reflect contemporary thinking on day and night living outdoors.

Prizes of \$250, \$200 and \$150 will be awarded for the best plantings of an Oriental garden. A prize of \$600 will be presented for the best



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estate garden planting, and another \$600 will be divided among the three winners in garden designs suitable for a public park. Like amounts also will be divided among three winners presenting the best commuters' gardens and three designers of roof garden plantings. Smaller cash awards are offered for play yard and fuchsia garden designs. W. B. B.

CALIFORNIA ARBORISTS

The California Association of Arborists met for a business meeting May 20 with one of the group's largest attendances of the year.

First under consideration was the report of the committee, appointed at the previous meeting, on the tree surgery specifications for a bid at the United States geological survey grounds at Menlo Park. At the previous meeting the specifications had been read, and it was agreed that they were not complete nor exact enough to permit true competitive bidding as required by law for such extensive jobs. The committee went over each tree in the area; agreed, after long discussion, as to its needs from the arborists' point of view, and put in writing its recommendations.

These recommendations were given to the survey officials and in turn passed on to those who cared to submit bids for the work. The survey officials seemed to feel the procedure had been most helpful and practical, and the bidders on the job who were in attendance at this meeting reported they were pleased with the procedure. It was agreed that this step would result in getting a better job done, and, at the same time, since everyone bidding was aware of the demands of the customer, a fair bid could be made. The bids have now been submitted and are under consideration by the federal authorities.

Everyone agreed to the specifications as drawn with regard to tree work, but there was not such complete agreement with regard to the need for and kind of limb-bracing work that the committee recommended.

Trimming Specifications

The group also discussed at length the tree-trimming specifications prepared by the president, Sylvester Evans, district landscape architect for the California state division of highways, and presented at the meeting of the Western Shade Tree Conference at San Francisco early last month. The membership had given general approval of the specifications

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as drawn up and had withheld complete approval until it had time to consider them carefully and to see them in operation. Comments on Mr. Evans' work were highly complimentary.

It was suggested that copies of the specifications be made available to park superintendents, city tree officials, landscape architects and contractors and others who might be in need of such material. It was plainly indicated, however, that the group did not give approval to bidding even if such specifications were available and that it did not contemplate giving approval to anything that might lead customers to believe that bidding on tree work was a possibility.

It was agreed that this work is professional; too much of the work is the judgment of the man on the job, especially if it is near the top of a high tree, and firm bids on work are not practical. After it was agreed that dissemination of the specifications on a wide scale was desirable, it was found that the cost of their preparation and dissemination was not within the resources of the association. No further action was taken at the time.

Committee Reports

Committee reports included that from Millard Blair, Mountain View, who announced that the coffee bar at the hotel headquarters during the convention of the W. S. T. C. was greatly appreciated by all who had an opportunity to use it while waiting for the buses which carried the groups to the meeting halls and on tours. It was also reported that during the tree-pruning demonstrations President Evans' specifications received their first practical application and convention visitors commented that they were educational and useful to all.

John Davis, Davis Tree Service, Menlo Park, reported that as chairman of the program committee he had made no plans for the June meeting until it was decided which two months this summer would have no program. It was agreed that a June meeting would be held, but that no meetings would be held in July or August.

A letter was read from Mrs. Alice Sohner, widow of the late Roger Sohner, asking that the group urge the California state legislature to pass a bill that would greatly restrict billboards on state highways. This was a project of Mr. Sohner, and he was active in it before his death last winter. The group felt that this might be construed as political activ-

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Almonds—I.X.L., Ne Plus Ultra

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Apricots—Blenheim, Royal, Tilton, Wenatchee Moorpark

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ity, and its constitution expressly forbids such activity. However, every member was urged to reach his representative in the state legislature and to urge him to assist in its passage. (Since that time the legislature has acted, but not as the group had hoped it might.)

There was also a discussion of the formation of a more extensive organization, with chapters in other sections of the state. It was reported that inquiries had come from groups at San Diego and Monterey. No action was taken at this time, though the idea was favorably received.

The meeting adjourned after some color photographs taken at the convention were shown. George Hood, Palo Alto park department, was the photographer and commented on the photographs.

W. B. B.

CALIFORNIA NOTES

The extension service of the University of California announces three appointments of interest to nurserymen. Working on a state-wide basis, Ham McCain, who received his doctor's degree from the University of California at Davis this spring, has been appointed extension specialist in ornamental horticulture. He is a plant pathologist and will work with flower and fruit growers, as well as nurserymen, in identifying and learning methods of control of plant diseases. Thomas G. Byrne, who received a doctorate from the University of California at Los Angeles after majoring in plant nutrition, will work with the county fruit growers, vineyardists and flower growers. In Santa Clara county, F. F. Smith has been appointed director of agriculture and replaces L. C. Barnard, retired. Mr. Smith has done considerable work with commodity marketing and strawberry growing.

During the rose display in the Berkeley Rose Gardens late in May, it was announced that 46 of the 50 All-America award winners of the past 25 years were in bloom at one time.

H. Plath & Sons, Pescadero and San Francisco, are moving. The site of the nursery, which was established in 1887, has been taken over by a supermarket, which will be built soon after the first of next year. The firm will continue to grow ornamentals at Pescadero and will move part of its greenhouses to the south San Francisco location of McCahon & Dahlen, pot plant growers, who are rebuilding at Half Moon bay on the San Mateo county coast side. Sales offices and the growing of tropicals will be at the south San

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San Francisco location. The firm is operated by Richard, Hubert and Gladys Plath.

Burglars broke into the Eastside Nursery at east Palo Alto and took a reported \$150 in cash.

Stanford research institute has established an agricultural research center under the direction of Dr. Harris M. Benedict, senior plant pathologist of the organization. The center, which will be attached to the institute's southern California laboratories at south Pasadena, will initiate and administer programs for the benefit of western agriculture. Dr. Benedict has been with the institute since 1951. Prior to that time he was with the United States Department of Agriculture and the atomic energy commission. While working at the institute he has specialized in research on the effects of air pollution on vegetation. He is credited with developing the technique for detecting the presence of air pollutants, using weeds as indicator plants.

Over 500 entries were made at the San Francisco rose show held in the rotunda of the City Hall. Most prominent were Mauve Rose, Sterling Silver and Ivory Fashion.

An article entitled "Shade Trees Bred to Order," featuring work of the Saratoga Horticultural Foundation, Saratoga, appeared in P. G. and E. Progress, a paper published by the Pacific Gas & Electric Co., and was sent to all the company's customers. The article reports that the foundation has 200,000 trees and shrubs and each is a carefully selected specimen that has a specific use in gardens in the state.

W. B. B.

ANTI-BILLBOARD MOVE

At a meeting of the Portland roadside council held at Portland, Ore., May 14, the highway protection committee was organized. Attending the meeting were representatives of many different organizations interested in protecting the beauty of the state's highways. Charles H. Potter, executive secretary, Oregon Association of Nurserymen, and Arthur Erfeldt, Portland, of the Landscape Architects' Association, were among those present.

The purpose of the committee is to initiate a petition to put on a ballot a bill calling for regulation of billboards and other signs along Oregon highways. The work of the committee will entail the drafting of the bill, obtaining its subsequent

[Concluded on page 54]

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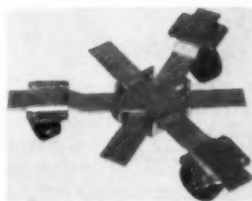
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Forms for August 15 issue will close Friday, July 24.

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Lining-out stock of Evergreens. Ask for complete list.

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Rooted cuttings with breaks \$0.25
8 to 10 breaks, bench-grown35
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Minimum order 500, at 1000 rate.

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Bonsai containers, Pines, Junipers, instructions. Send for catalog and price list.

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5 each, 20 varieties, 100 plants ...	\$ 10.00
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Gypsy Queen, dark purple	\$0.50 \$0.45
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Cash with order.

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EVERGREENS, LINERS AND CUTTINGS
2-YR., POT-GROWN STOCK, 7 to 9 INS., SHEARED, 25c each, per 1000 rate; 30c each, per 100 rate.

Arborvitae, pyramidal, globe, elegantissima; Biota aurea nana; Junipers, pfitzeriana com., hetzi glauca; Taxus, media No. 5, browni, hatfieldi, intermedia, hicksi, andersoni, cuspidata, media, Adams' columnaris.

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20c each, per 1000 rate; 22c per 100 rate.
Euonymus alatus compactus, Korean Boxwood, Buxus sempervirens, Euonymus Sarcocoe.

SPECIAL OFFER: Send remittance for 200 2½-in. potted liners (no more, no less). We will send 250 plants (your selection) prepaid.

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12c each, per 1000 rate; 13c per 100 rate.
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8c each, per 1000; 9c per 100 rate.
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TERMS: Packing and boxing free. 3 per cent discount for cash with order. 250 plants of each variety at 1000 rate.

MIAMI NURSERY CO.
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HEAVILY ROOTED CUTTINGS

	Per 100	Per 1000
Arborvitae woodwardi (globe),		
6 to 8 ins.	\$ 8.00	\$ 75.00
Juniperus glauca hetzi, 8 to 10.	8.00	75.00
Juniperus depressa plumosa,	8.00	75.00
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Taxus cuspidata, 6 to 8 ins.	9.00	85.00
Taxus hatfieldi, 6 to 8 ins.	9.00	85.00
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1-YR. TRANSPLANTS
Taxus cuspidata 13.00 120.00
50 at 100 rate; 300 at 1000 rate.

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216 Park Ave. Oil City, Pa.

EVERGREENS

	Rooted cuttings, Per 100	Per 1000
Taxus cuspidata, 6 to 7 ins.	\$9.00	\$85.00
Taxus fastigiata, 6 to 7 ins.	9.00	85.00
Taxus intermedia, 6 to 8 ins.	9.00	85.00
Juniperus glauca hetzi, 6 to 8.	8.00	75.00

1-Yr. from frames
Taxus cuspidata, 6 to 10 ins. 15.00 140.00
Taxus fastigiata, 6 to 10 ins. 15.00 140.00

Terms: 2 per cent discount for cash, or 1/3 down with order and balance before shipment.

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45 3¼ ft.; 43 4 to 5 ft.

Half good blues, rest near blue.

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Also other Spruces.

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Offering 1-yr. banded liners: Taxus, browni, hicksi, andersoni, Sebiens, cuspidata, wardi, Junipers, pfitzeriana compacta, aurea, nelsoni, hetzi. 500 to 700 each, \$20.00 per 100. Arborvitae, woodwardi and pyramidalis, \$17.50 per 100. Rooted cuttings, through June: Browni, hicksi, cuspidata, Sebiens, \$12.00 per 100. Pyracantha lalandi, 2½-in., 25c; 3-in., 35c. 500 Pfitzer, 18x24; 100 hetzi. special price. Liebhart Ghsees., Norwalk, O.

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JOHN VERMEULEN & SON, INC.
Finer Liners Neshaic Station, N. J.

Surplus Stock
can be easily and quickly turned into
Cash
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	10	50	100
6 to 7 ft.	\$3.30	\$3.20	\$3.10
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8 to 10 ft.	4.45	4.35	4.25

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Peach, Apple, Plum, Pear, Cherry.
Reasonably priced. Send want list.

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QUALITY GERANIUM CUTTINGS

Unrooted, \$4.50 per 100, \$40.00 per 1000; rooted, \$8.50 per 100, \$80.00 per 1000. Special varieties slightly higher. Catalog of over 150 leading varieties free.
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PERIWINKLE

Hardy running Myrtle (Vinca minor), heavy 15 to 25-cane clumps of better than ever quality, dug and shipped fresh, \$50.00 per 1000.

Honeysuckle (Hall's halliana), 2 to 3 branched, \$45.00 per 1000.

English Ivy (Hedera helix), 1-yr., rooted cuttings, \$50.00 per 1000.

Pachysandra, 1-yr., rooted cuttings, \$50.00 per 1000.

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(ARCTOSTAPHYLOS UVA-URSI)

Ideal evergreen ground cover for sandy acid soil. Nice, strong plants from 3-in. pots. Ready for shipment July 1. \$50.00 per 100, \$450.00 per 1000, 25 at 100 rate; 250 at 1000 rate. Cash with order, please. No C.O.D.

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Hardy Myrtle (Vinca minor), plants with 20 leads or more and good roots, \$5.00 per 100, \$45.00 per 1000. Pachysandra, sand-rooted cuttings, \$40.00 per 1000. English Ivy, sand-rooted cuttings, \$40.00 per 1000. Cash. Also potted stock of all items listed.
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(Vinca minor)

20 to 30 leads, \$50.00 per 1000.

5000 and over, \$45.00 per 1000.

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Wholesale growers of Phlox, outdoor chrysanthemums and a large assortment of other perennial plants.

Write for trade list.

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America's best source for Hardy Plants is

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Ask for wholesale offer.

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Over 500,000 plants.
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WELLER'S BETTER PERENNIALS
WELLER NURSERIES CO., Holland, Mich.
Write for trade list.

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(Christmas Rose)

3-yr. transplants, blooming size.
Suitable to pot up for sales on roadside
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\$50.00 per 100, \$450.00 per 1000.

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The real perennial with a great future,
grows anywhere, can be planted any time.
We have a large stock of the better varieties
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RIEDEL PLANT CO., EXPERIMENT, GA.

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SUPERIOR NAMED VARIETIES

WHOLESALE SUPPLIERS

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Write for our price list.

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Lonicera japonica halliana, extra-heavy
No. 1, 3 and 4-yr., 18 to 24-in. field plants.
3, 4 to 6 leads, \$40.00 per 1000; lighter
grade, \$30.00 per 1000; sample, 100, \$4.00.
Experienced labor for grading and packing
quantity orders. Immediate shipment. No
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IRISES FOR LANDSCAPING

In separate colors of red, pink, white, yellow,
bronze, blue, lavender, purple and
pale yellow, \$10.00 per 100. Not less than 10 of
a color. Mixed colors, \$8.50 per 100. Fine
selection. Selected while blooming for these
offers.

Wholesale list free.

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IRIS CRISTATA ALBA

Rare, dwarf white crested Iris, \$20.00 per
100, \$175.00 per 1000. Ready for shipment
July 15. Cash with order, please. No C.O.D.
25 at 100 rate; 250 at 1000 rate.

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BALTIC IVY

Hardiest Ivy. Fine for wall or ground
cover. True stock. Well-rooted plants.

Per 100 Per 1000
Rooted cuttings \$ 7.00 \$ 65.00
2-in. pots 12.50 115.00

NEW THORNDALE IVY

2 1/2-in. pots \$25.00 per 100
Euonymus kewensis, 2-in. pots, 20.00 per 100

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2-in. pots, \$12.00 per 100, \$110.00 per 1000.
2-yr., field-grown, \$35.00 per 100.

STRATFORD GARDENS

Russell Breece, M. R. 9 Delaware, O.

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Per 100 Per 1000
Rooted cuttings \$ 7.00 \$ 65.00
2-in. pots 12.50 115.00

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EVERGREENS

Pfitzer Juniper, 6 to 10 ins., 2-yr., bare-
root \$0.07
Pfitzer Juniper, plant bands16
Von Ehron Juniper, 6 to 10 ins., bare-
root06
Less than 300 total order, 2c more per
plant. Less than 50 of any item, 4c more
per plant.

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St. Joseph, Mo.

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LINING-OUT STOCK

	100	1000
Ilex convexa, bedded 1-yr. in the open.	\$20.00	\$180.00
Ilex rotundifolia	20.00	180.00
Ilex hetzi	20.00	180.00
Juniperus pfitzeriana	20.00	180.00
Juniperus hetzi	20.00	180.00
Taxus andersonii	20.00	175.00
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Taxus capitata, cutting-grown.	25.00	225.00
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cutting-grown	25.00	225.00
Taxus canadensis stricta	15.00	150.00
Taxus cuspidata	17.50	150.00
Taxus hatfieldi	17.50	150.00
Taxus hunnewelliana	17.50	150.00
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Taxus wardii	17.50	150.00
Taxus Moon's columnaris	20.00	175.00
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	100	1000
Ilex convexa, 6 to 9 ins.	\$25.00	\$200.00
Ilex rotundifolia, 6 to 9 ins.	25.00	200.00
Ilex hetzi, 6 to 9 ins.	25.00	200.00
Taxus Adams col., 12 to 15 ins.	50.00	450.00
Taxus Moon's col., 8 to 12 ins.	30.00	250.00
Taxus cuspidata, 6 to 9 ins.	30.00	250.00
Taxus hatfieldi, 6 to 9 ins.	30.00	250.00
Taxus cuspidata comp.,		
6 to 9 ins.	30.00	250.00
Taxus hunnewelliana, 6 to 9 ins.	30.00	250.00
Taxus brownii, 6 to 9 ins.	30.00	250.00
Taxus intermedia, 6 to 9 ins.	30.00	250.00
TAXUS CAPITATA, SEEDLING-GROWN	100	1000
1-yr. seedlings	\$ 6.00	\$ 50.00
2-yr. seedlings	10.00	90.00
3-yr. seedlings	17.50	150.00
4-yr. seedlings, trans-		
planted, 6 to 10 ins.	30.00	250.00
CORNUS FLORIDA (WHITE DOGWOOD)	100	1000
Seedlings	100	1000
1-yr., No. 1 grade	\$ 6.00	\$ 50.00
1-yr., No. 2 grade	5.00	40.00
1-yr., No. 3 grade	4.00	30.00
2-yr., No. 1 grade	12.50	100.00
2-yr., No. 2 grade	10.00	90.00

Special prices on large quantities.
Full list on demand.

VERKADE'S NURSERIES, WAYNE, N. J.

EVERGREENS

	Per 100
Juniperus pfitzeriana comp., 2 1/2-in. pots	\$25.00
Juniperus glauca hetzi, 2 1/2-in. pots	20.00
Taxus Adams, 2 1/2-in. pots	25.00
Taxus cuspidata, 2 1/2-in. pots	25.00
Taxus hatfieldi, 2 1/2-in. pots	25.00
Thuja pyramidalis, 2 1/2-in. pots	20.00
Thuja woodwardii, 2 1/2-in. pots	22.50

SHRUBS

	Per 100
Herberis Crimson Pygmy, 2 1/2-in.	25.00
Philadelphus aureus, 2 1/2-in.	15.00

1-YR. BEDED CUTTINGS

	Per 100
Taxus cuspidata	15.00
Taxus hicksii	15.00
Thuja pyramidalis imp.	12.00
Juniper, Andorra	12.00
Thuja elegantissima	12.00
Thuja sibirica	12.00
Juniper, Pfitzer	12.00

THE HOLLANDIA GARDENS

South Vienna, O.

LINERS OF THE BETTER KINDS

Write for price list.

GULF STREAM NURSERY, INC.

Wachapreague, Va.

Taxus, Ilex, broad-leaved Evergreens, etc.,
in variety. Write for our latest list of liners
and finished stock.

Del-Mar-Va Nurseries, Box 3, Lincoln, Del.

For \$4.00

you can offer that surplus in a
classified ad of 10 lines on these
pages—quickly and easily turning
stock into cash.

At 40c PER LINE

you can keep a list of specialty
items before trade buyers through
the selling season at small cost.

Send your copy (count 6 average
words to line) for the August 1
issue to reach us July 10.

Forms for the August 15 issue
will close July 24.

AMERICAN NURSERYMAN

343 S. Dearborn St. CHICAGO 4, ILL.

POT-GROWN GRAFTS

All our understocks are potted up during
the spring, grown in frames in pots all summer
and grafted the following winter, ensuring
the best root system to be grown and
assures minimum losses.

	Per 100
*Acer palmatum atropurpureum	\$ 75.00
*Carpinus betulus fastigiata	60.00
Cedrus atlantica aurea	100.00
Cedrus atlantica glauca	75.00
*Cornus florida rubra	50.00
*Cornus florida rubra Prosser	65.00
*Cornus florida pendula	60.00
*Cornus florida flore-plena	60.00
*Cornus florida weichi var.	65.00
*Cornus kousa chinensis	60.00
*Cornus kousa speciosa	60.00
*Hamamelis mollis	100.00
*Fagus sylvatica Tricolor	75.00
*Fagus sylvatica riversii	60.00
*Fagus sylvatica pendula	60.00
*Fagus sylvatica heterophylla	60.00
*Fagus sylvatica fastigiata	60.00
*Magnolia stellata	75.00
*Magnolia stellata rubra	75.00
*Magnolia stellata Waterlily	75.00
Magnolia yulan	75.00
Magnolia cordata (yellow)	75.00
Picea pung. glauca moerhousii	100.00
Pinus cembra	60.00
Pinus, Tanyosho	60.00
*Viburnum carlesii	50.00
Viburnum juddii	50.00
Viburnum burkwoodii	50.00
Viburnum chenaultii	50.00
Varities marked with a star can be sup- plied in 1-yr. field-grown bedded plants, at \$15.00 per 100 extra above the pot-grown grafts.	

VERKADE'S NURSERIES, WAYNE, N. J.

LINING-OUT STOCK

2 1/2-in. rose pots. Ready for field.

	Per 100	Per 1000
Juniperus chin. pfitzeriana	\$15.00	\$140.00
hibernica fastigiata	16.00	150.00
sabina	16.00	150.00
sabina Von Ehron	16.00	150.00
virginiana burkii	20.00	190.00
glauca hetzi	11.00	100.00
Ilex cornuta femina	16.00	150.00
Ilex cornuta burfordii	16.00	150.00
Nandina domestica	11.00	100.00
Photinia serrulata	15.00	140.00
Ligustrum Vicary	15.00	140.00

In moisture-proof, lightweight cartons.

EMIL R. BRESSER

FLORIST & NURSERYMAN

P. O. Box 973 Muskogee, Okla.

LINING-OUT STOCK

Ilex burfordii, heavily rooted \$0.03

Ilex rotundifolia, heavily rooted03

Ligustrum lucidum, well-rooted02

Boxwoods, sempervirens and suffruticosa,

3 to 5 ins., well-rooted04

8 to 10 ins., well-rooted10

E. F. DuBOISE NURSERY

Huntsville, Ala.

LIRIOPE

LIRIOPE

The foolproof border plant, grows any-
where, shade or sun. Hardy to N. Y. Can
plant any time. Send for list of thirteen
varieties, seven new ones just out.

RIEDEL PLANT CO., EXPERIMENT, GA.

MAGNOLIAS

Magnolia grandiflora, 4 to 8 ins., shipped
in pots, 2 1/2-in. or removed, \$15.00 per 100.
1-yr. seedlings for spring 1959, about 4 ins.
high, \$50.00 per 1000. Cash and no charge
for packing.

Harwell Nursery, Van Buren, Ark.

MAPLES

NORWAY MAPLE

Straight trunks. Fine heads. Very fibrous
roots.

	10-49	50-250
6 to 8 ft.	\$3.00	\$2.50
8 to 10 ft., 1 to 1 1/4-in.	4.05	3.25
9 to 11 ft., 1 1/4 to 1 1/2-in.	5.30	4.25
10 to 12 ft., 1 1/2 to 1 3/4-in.	7.00	5.50
11 to 13 ft., 1 3/4 to 2-in.	8.00	6.50

PRINCETON NURSERIES

Princeton, N. J.

COLLECTED ACER

RUBRUM AND SACCHARUM
from whips to 4-in. caliper.
CURTIS NURSERIES, INC.
Callicoon, N. Y.

PACHYSANDRAS

PACHYSANDRAS

Strong rooted cuttings, \$4.25 per 100, \$40.00
per 1000.

DUNWOODIE NURSERIES

6 Smart Ave. Yonkers, N. Y.

Pachysandras, strong plants, grown in soil
frames with light shade. First-class stock,
\$6.00 per 100, \$50.00 per 1000; \$47.50 per
1000 for 5000 or more, including good pack-
ing. Peekskill Nursery, Shrub Oak, N. Y.

PACHYSANDRAS—Continued

PACHYSANDRA TERMINALIS	
1-yr., field-grown	Per 100 Per 1000
(Lots of 5000, \$40.00 per 1000)	\$ 5.00 \$ 45.00
2-yr., field-grown	7.50 70.00
2 1/4-in., pot-grown	11.00 100.00
Free packing. Phone MOhawk 4-3923.	
HANSEN BROS. NURSERIES, INC.	
1268 Montgomery Ave. Narberth, Pa.	

PACHYSANDRAS	
1-yr.-old, large frame plants.	
Satisfaction guaranteed.	
Large quantity.	
\$5.50 per 100, \$43.00 per 1000.	
\$40.00 per 5000.	
BRUNDAGE & GUTHRIE	
123 Franklin St. Tarrytown, N. Y.	

PACHYSANDRA TERMINALIS	
1-yr., field-grown, \$65.00 per 1000.	
HILLCREST GREENHOUSES	
Miller Park Franklin, Pa.	

PEONIES

PEONIES	
Adolph Rousseau, Baroness Schroeder, Duchesse de Nemours, Festiva Maxima, Sarah Bernhardt, Lady Alex. Duff, Marie LeMoine, Mona Jules Elle, Reine Hortense.	
3-yr.-old whole clumps, not divided. 6 eyes and up, \$75.00 per 100, \$700.00 per 1000; divisions, 3 to 5 eyes, \$40.00 per 100, \$350.00 per 1000.	
VERKADE'S NURSERIES, WAYNE, N. J.	

PIERIS

ANDROMEDA (PIERIS JAPONICA)	
6 to 8-in. 2-yr. TT.	Per 100 Per 1000
	\$20.00 \$190.00
PLANE VIEW NURSERY	
1355 W. Main Rd. Newport, R. I.	
SUPER-DUPER CLEARANCE SALE	
See our ad on page 24 of June 15 issue.	
JOHN VERMEULEN & SON, INC.	
Finer Liners Neshanic Station, N. J.	

PRIVET

Thousands of Amur River North Privet	
	Per 100 Per 1000
18 to 24 ins.	\$3.00 \$25.00
2 to 3 ft.	4.00 30.00
3 to 4 ft.	5.00 40.00
Immediate shipment. Satisfaction guaranteed. Robinson Nursery Co., Greenville, Ga.	

RHODODENDRONS

FIFTY THOUSAND OWN-ROOT RHODODENDRONS	
A wide range of hardy varieties in 1, 2 and 3-yr. plants. Come and see for yourself to compare quality and prices, or just come and talk Rhododendrons, if you prefer.	
WELLS NURSERY	
P. O. Box 141 Red Bank, N. J.	
Phone SHadyside 1-0180	

RHODODENDRONS	
HYBRID RHODODENDRONS	
Landscape sizes.	
Different colors.	
PARMENTIER'S ROSES	
Grady St. Bayport, L. I., N. Y.	
Phone Bayport 8-0811	

RHODODENDRON MAXIMUM	
Nursery-grown and collected. 2 to 7 ft. high. Well-shaped and symmetrical plants.	
CURTIS NURSERIES, INC.	
Callicoon, N. Y.	

SUPER-DUPER CLEARANCE SALE	
See our ad on page 24 of June 15 issue.	
JOHN VERMEULEN & SON, INC.	
Finer Liners Neshanic Station, N. J.	

ROSE STOCK

MULTIFLORA ROSE		
Top quality plants for living fences and conservation plantings.		
Root-crown caliper	Approximate height	Per 1000
2 to 3 mm.	8 to 15 ins.	\$12.50
3 to 5 mm.	12 to 18 ins.	17.50
3 to 8 mm.	12 to 24 ins.	22.50
5 to 12 mm.	18 to 36 ins.	38.50
UNDERSTOCK. Straight shanked seedlings grown especially for understock. Nematode free. Expertly graded to suit the most particular.		
4 to 6 mm.		\$27.50 per 1000
2 to 4 mm.		17.50 per 1000
The above prices are F.O.B. Griggsville, Ill., nursery. All tops cut back to 10 ins. at shipping unless otherwise requested. Our storage facilities are the best. ORDER NOW for delivery this spring. 10 per cent discount in lots of 10,000 or over; special quotations on larger quantities. For less than 1000 add 30 per cent. Packing at cost.		
FARM LANDSCAPE CO.		
Route 3		Urbana, Ill.

ROSEBUSHES

FIELD-GROWN ROSEBUSHES	
PINEST QUALITY.	
Hybrid Teas, floribundas, polyanthas and climbers.	
Price and variety list on request.	
WELLS BROS. NURSERY	
Box 625 Lindale, Tex.	
Phone 12F4W	

SEEDS

NANDINA DOMESTICA SEED	
This year's crop of dry, fertile seed, picked from our fields of beautiful red berrying plants. \$2.00 per lb. Add 20c per lb. for postage.	
TERMS: CASH.	
PINKSTON NURSERIES	
Parrott, Ga.	
Sell Stock Quickly and Easily with American Nurseryman Classified Ads.	

SHRUBS AND TREES

SPECIAL PRICE	
SHADE TREES, FRUIT TREES AND CRABS.	
SILVER MAPLE (All specimen trees)	
Each 10	100 1000
5 to 6 ft.	\$0.65 \$0.60 \$0.55
6 to 8 ft.	.90 .75 .65
1 to 1 1/4-in. cal.	1.35 1.25 1.00
1 1/4 to 1 1/2-in. cal.	1.95 1.80 1.65
1 1/2 to 2-in. cal.	2.85 2.50 . . .
2 to 2 1/4-in. cal.	3.20 3.00 . . .
3 1/4 to 4-in. cal., transplants	10.00 8.50 . . .
FLOWERING CRABS	
Eleyi, Hopa, Redford, 1-in. . .	.75 .70 . . .
APPLE TREES	
Jonathan, red	Each 10 100
Yellow Delicious, 7/16	\$0.45 \$0.40
Red Delicious, 9/16	.55 .50
Winesap, 11/16	.65 .60
BAILING AND BOXING AT COST.	
PRICES F.O.B. HANNIBAL, MO.	
SIMS FRUIT & NURSERY FARMS	
Scenic Highway 79 Hannibal, Mo.	

POT-GROWN GRAFTS	
Acer palmatum atropurpureum	Per 100 \$65.00
Cornus florida rubra	50.00
Fagus sylvatica asplenifolia	55.00
Fagus sylvatica riversi	55.00
Pinus cembra	55.00
Tsuga sargentii	55.00
1-YR., TRANSPLANTED IN FLATS	
Azalea Hino-Crimson	Per 100 Per 1000
	\$12.00 \$100.00
Azalea hinoegiri	12.00 100.00
Pieris japonica	12.00 100.00
VAN DINE NURSERY	
287 Berdan Ave. Wayne, N. J.	

SUPPLIES

BURLAP	
HOLLAND BURLAP squares, for all needs. VIKING CLOTH, a film imbedded Burlap, in squares, used instead of tarps, and in 50-yard rolls. 1 ft. wide, \$38.00.	
HALF MOON CO., Box 27A, Plainfield, N. J.	

More customers for you!	
Over 9,500 subscribers, all active buyers, see your ad in the American Nurseryman.	

CANE STAKES

CANE STAKES	
Green dyed and plain yellow Bamboo. All sizes.	
GOLD MEDAL BRAND	
Your guarantee of satisfaction. Come to American headquarters when you are in the market.	

GEO. H. MAUS, INC.	
BAMBOO IMPORTERS	
Since 1905	Amsterdam, N. Y.

LIGHTNING SERVICE	
ON	
FRESHLY IMPORTED	
JAPANESE BAMBOO CANE STAKES	
from	
NEW YORK, CHICAGO, PORTLAND, ORE.	
Write for our competitive prices and generous quantity discounts.	
McHUTCHISON & CO.	
695-N Grand Ave. Ridgefield, N. J.	
2505 S. E. 11th Ave. Portland 2, Ore.	
BAMBOO CANE STAKES	
For greenhouse and nursery purposes.	
All types and sizes.	
Write for prices and quantity discounts.	
ALEC HENDERSON, INC.	
1313 W. Randolph St. Chicago 7, Ill.	
OUTDOOR BAMBOO STAKES	
All sizes for immediate delivery.	
Ask for our Nursery Supply List.	
HALF MOON CO., Box 27A, Plainfield, N. J.	

NURSERY STOCK	
TAXUS, RHODODENDRONS, JAPANESE MAPLE, AZALEAS, HOLLIES, MAGNOLIAS, DOGWOODS and other choice foundation planting stock in both finished and lining-out grades. Catalog upon request. Buy the best. "BUY KLYN."	
GERARD K. KLYN, INC., MENTOR, O.	
Wholesale Rose Growers and Nurserymen IN THE HEART OF FAMOUS LAKE CO.	

RHODODENDRONS AND AZALEAS

Rooted cuttings and liners.	
Propagators.	
GLADSGAY GARDENS NURSERY	
6311 Three Chopt Rd.	
Richmond 26, Va.	

RARE SHADE TREE LINERS	
Increase your sales with our quality flowering, shade, shrubs, fruit tree liners. Reasonable prices. Send want list.	
GLOBE NURSERIES	
Box 249 McMinnville, Tenn.	

SUPER-DUPER CLEARANCE SALE	
See our ad on page 24 of June 15 issue.	
JOHN VERMEULEN & SON, INC.	
Finer Liners Neshanic Station, N. J.	

TAXUS

SUPER-DUPER CLEARANCE SALE	
See our ad on page 24 of June 15 issue.	
JOHN VERMEULEN & SON, INC.	
Finer Liners Neshanic Station, N. J.	

WANTED

WANTED	
SURPLUS NURSERY STOCK	
for distribution to chain store accounts in the East and Midwest. Send us your list of surplus stock with price listings for volume shipments. Call us for immediate action.	
ARTHUR GAKLIS	
181 South Ave. Weston 93, Mass.	
Phone TWInbrook 4-5474	

MISCELLANEOUS

MISCELLANEOUS STOCK	
Privet Amur River North, 3 to 4 ft.	1000 \$40.00
Kudzu vine	60.00
Multiflora Rose, 1-yr., thorny	50.00
Yuccas, 3-yr.-old clumps	25.00
Ferns, Boston and Bracken, large clumps	60.00
Weeping Willow, 2-yr.-old, real weepers	60.00
Vinca minor	50.00
IVY DALE NURSERY	
Upper River Rd. Gallipolis, O.	

CHRISTMAS TREES

15,000 large, sheared Scotch and Red Pine, near Uniontown; 20,000 sheared Scotch and Red Pine, also White Spruce, near Bedford. First cuttings.	
L. R. Brown, Agent, R. 4, Johnstown, Pa.	

COLOR TAGS

COLOR PICTURE TAGS	
Quick shipments. Reasonably priced. Shrubs, shade, fruits, vines, flowering trees, etc. Write for price list.	
GLOBE NURSERIES	
Box 249 McMinnville, Tenn.	

Check Your Stock NOW!	
If you have a surplus sell it through the American Nurseryman Classified Ads.	

CONTAINERS

EGG CANS	
By car or truckloads.	
Carloads, unpainted, unpunched, 8c to 10c at source; freight to be added. Approximately 7000 per carload.	
Also available at Scottsville at these prices: Unpainted, unpunched, 17c; painted and punched, 22c.	
Approximately 2000 per truckload. Prices subject to market changes.	
All prices NET CASH.	
VERHALEN NURSERY CO.	
Scottsville, Tex.	

KNOCKED-DOWN CANS APOLOGIZES	
We have been unable to produce our quality cans at a price you are willing to pay. This problem will be solved. We thank our many friends for their inquiries and will not forget you. Give us time to work out a solution.	
BENSON & WEDDING	
Knocked-Down Cans	
16730 Ayre Ave. Tinley Park, Ill.	

FERTILIZERS

PETERS SPECIAL
CONTAINER-GROWING FERTILIZERS
All materials listed are ideal for container-growing purposes.

SEQUESTERED SOLUBLE
CHELATED FERTILIZERS

WITH M77
SOLUBLE FERTILIZERS
11-7-7 Azalea Neutral (non-acid forming)
11-7-7 Azalea Acid (heavy acidifying action)
10-10-15 Nurserymen's Special.

All above, \$6.75 per 25-lb. bag.
\$23.00 for 4 25-lb. bags.
20-20-20 General Purpose Feed.
10-20-20 Low Nitrogen Special.

12-5-6 Organic Special Du Pont Uramite
Nitrogen and highest grade natural organics. The finest long-life dry feed. Unexcelled for containers.

17-7-5 per 25-lb. bag, \$29.00 for 4 25-lb. bags.
Du Pont Uramite, 38 per cent nitrogen from methyl-urea, \$12.00 per 50-lb. bag.
Also available: Chelated Iron, Chelated Trace Element Complexes, Fritted Trace Elements, etc.

FRITTED POTASH
Contains 32 per cent K₂O, plus fritted trace elements. Will not leach away. Gives 6 to 9 months' assured supply of Potash, regardless of leaching rain or heavy watering. \$9.00 per 25-lb. bag; \$8.00 per 25-lb. bag for 4 to 39 bags.

Write for complete price list.
Freight prepaid to any state in the Union with the exception of Alaska, on all orders totaling 300 lbs. or more. West of the Mississippi, add 2c per lb. on 300 lbs. and over, prepaid shipments. F.O.B. Allentown, Pa., on all orders less than 300 lbs.

PETERS SPECIAL
RETAIL PACKAGES

1-lb. resale container, packed 12 to a carton.
Resale price, \$1.25 to \$1.50.
12-pack carton costs you \$10.50.

20-20-20.
5-lb. resale tub, packed 6 to a carton.
Resale price, \$3.75 to \$4.95.

6-pack carton costs you \$15.75.
F.O.B. Allentown, Pa. Total orders of 300 lbs. or over shipped prepaid anywhere in the United States, with the exception of Alaska.

ROBERT B. PETERS CO., INC.
125 N. 15th St. Allentown, Pa.

9,500 Active Nurserymen are in need of stock.
List your offerings in the American Nurseryman Classified Section.

FLATS

WHITE CEDAR FLATS

Order by No.	Size I.S.M.	Price per	Wt. per
No. 1.	14x20x2 1/2-in.	\$27.00	320
No. 2.	14x20x3 1/2-in.	31.50	400
No. 3.	12x16x2 1/2-in.	20.75	260
No. 4.	12x16x3 1/2-in.	24.50	275
No. 5.	14x16x2 1/2-in.	23.25	275
No. 6.	14x16x3 1/2-in.	27.50	290
No. 7.	15x22 1/2x2 1/2-in.	30.75	380
No. 8.	15x22 1/2x3 1/2-in.	35.50	425
No. 9.	11 1/4x22 1/2x3 1/2-in.	25.00	320
No. 10.	11 1/4x22 1/2x3 1/2-in.	29.00	400
No. 11.	14x16x5-in.	32.75	450
No. 12.	5x11x5-in.	16.75	160
No. 13.	5x16x5-in.	19.00	215
Plant boxes, 5x8 1/2x3 1/2-in. 5.50			
Skeleton flats to carry TEKPAKS and similar growing containers. (Write us for price list.)			

All other sizes quoted on request.
5 per cent discount on orders of 1000 or more; 10 per cent discount on carloads of 10,000 lbs. or more.

Bottoms and sides are 3/4-in. thick and ends are 1/2-in. thick. All material surfaced on one side.

Your name and address printed, up to 3 lines in black ink, on one or both end pieces at the following rates: \$1.00 setup charge, plus 1/4c per end piece for the first 1000 ends; 1/8c per end thereafter.

Shipped knocked-down in units of 25. F.O.B. Cook. All shipments by truck unless otherwise specified. Attach check.

H. C. HILL & SONS
Manufacturers of flats, dowels and specialities.

Phone North 6-3348, Cook, Minn.

REDWOOD FLATS, K.D.
Finest stock obtainable. Guaranteed all clear heart. Size 20x15x3 ins. Inside measure, \$38.00 per 100.

1x1-in. Cypress stakes, pointed.
50 pcs. to bundle, 4 ft., \$3.50 per bd. l.

50 pcs. to bundle, 5 ft., \$4.50 per bd. l.

50 pcs. to bundle, 6 ft., \$5.50 per bd. l.

Ship same day. Cash with order, please.

YOHO & HOOKER, YOUNGSTOWN 2, O.

Surplus Stock can be easily and quickly turned into Cash

by listing it in the American Nurseryman Classified Ads.

CYPRESS FLATS.

TOP-GRADE FLATS THAT LAST.

No.	Size I.S.M.	Per 100	Wt.
1.	14x20x2 1/2-in.	\$25.00	590
2.	14x20x3 1/2-in.	29.00	680
3.	12x16x2 1/2-in.	20.00	440
4.	12x16x3 1/2-in.	24.00	530
5.	14x16x2 1/2-in.	22.00	510
6.	14x16x3 1/2-in.	26.00	590
7.	15x22 1/2x2 1/2-in.	29.00	670
8.	15x22 1/2x3 1/2-in.	33.00	760
9.	11 1/4x22 1/2x2 1/2-in.	23.00	640
10.	11 1/4x22 1/2x3 1/2-in.	27.00	630
11.	14x16x5-in.	30.00	720
12.	5x11x5-in.	16.00	300
13.	5x16x5-in.	18.00	380

Any size to order. Write for price list on skeleton flats. Bottoms and sides 3/4-in. thick; ends 1/2-in.; all planed one side. 5 per cent discount on orders of 500 or more. Check with order. Up to 3 lines printing in black ink if desired; \$1.00 set up charge plus 1c per end piece. Shipped K.D. in bundles of 25. F.O.B. Williamston, by truck, unless specified otherwise.

H. C. HILL & SONS
P. O. Box 747 Williamston, N. C.
Phone Swift 2-4127

IRRIGATION EQUIPMENT

Buy direct from factory. New or used pumps, aluminum or steel irrigation pipe, fittings, irrigation well service. Moulton Eagle boom sprinkler, 3 sizes. Write for free catalog.

MOULTON IRRIGATION CO.
Dept. AN9 Withrow, Minn.

LABELS

DAHLIA OR TREE LABELS

	Priced per carton	Plain Painted
3 1/4 x 5 ins., notched, not wired	\$3.00	\$3.60
3 1/4 x 5 ins., wired (copper)	3.95	4.90
POT LABELS		
4 x 5 ins. (cartons 1000 each)	3.95	4.60
5 x 5 ins. (cartons 1000 each)	4.30	5.10
6 x 5 ins. (cartons 1000 each)	4.70	5.80

Priced per carton
Plain Painted
8 x 5 ins. (cartons 500 each) . . . \$3.60 \$4.30
10 x 5 ins. (cartons 500 each) . . . 4.20 5.10

GARDEN STAKES
8 x 3/4 ins. (cartons 250 each) . . . 3.00 3.60
10 x 3/4 ins. (cartons 250 each) . . . 3.30 3.90
12 x 1 1/4 ins. (cartons 100 each) . . . 2.00 2.40

Our labels are perfectly white and smooth on both sides and are pronounced by growers the best and most economical.

Catalog on request.
"We ship same day."

YOHO & HOOKER, YOUNGSTOWN 2, O.
FINEST BLANK OR PRINTED wood labels.
BENJ. CHASE CO., VII. Sta., DERRY, N. H.

ORCHID SUPPLIES

ORCHID FERTILIZERS WATER SOLUBLE
Use regularly on all Orchids when in active growth.

ORCHID SPOONIT
Containing 1 chelated iron.
1 lb., \$1.25; 2 1/2 lbs., \$2.50; 10 lbs., \$8.00.

GAVIOTA ORCHID FERTILIZER
Especially compounded for Orchids.
1 lb., \$1.25; 5 lbs., \$5.00.

3-1-2 ORCHID FERTILIZER
Instantly available organic nitrogen.
1 lb., \$1.00; 3 lbs., \$2.50.

WILSON'S ORCHID 20-20-20 FERTILIZER
2 lbs., \$4.85. For use on all Orchids.

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1420 Wrightwood Ave. Houston 9, Tex.

Small Ads Do Great Things in the American Nurseryman Classified Section.

PEAT MOSS

"BRODLEAF" Holland Peat Moss. Carlots. Standard 7 1/4 cft. Gardener 6 cft. and Halves. Jumbo for growers, two bales equal three.

HALF MOON CO., Box 274, Plainfield, N. J.

Start Your Offer Now in the American Nurseryman and Watch Sales Climb.

PLANT FOOD

PENNSYLVANIA DISTRIBUTOR

CHLOROMONE
Liquid plant hormone with chlorophyll.
4-oz. jar \$ 3.00

Case of 12 23.40
Case of 24 43.20
Gallon tin 45.00

HEESLY BROS. NURSERY
R. D. 1, Box 218 Greensburg, Pa.

OHIO DISTRIBUTOR

CHLOROMONE
Liquid plant hormone with chlorophyll.
4-oz. jar \$ 3.00

Case of 12 23.40
Case of 24 43.20
Gallon tin 45.00

CRUMRINE NURSERY
13577 Iowa Ave. N. E. Alliance, O.

CHLOROMONE

Liquid plant hormone.

4-oz. jar	\$ 3.00
Case of 12	23.40
Case of 24	43.20
Gallon tin	45.00

HESS' NURSERIES
P. O. Box 128 Wayne, N. J.

PLASTIC FILM

GER-PAK POLYETHYLENE FILM
SUN-RESISTANT BLACK FOR MULCHING
.0015 MIL.

3 ft. x 500 ft. \$ 7.45 roll
3 ft. x 1000 ft. 14.90 roll
4 ft. x 1000 ft. 19.90 roll

NATURAL TRANSPARENT ONLY
.002 MIL. ALL ROLLS 200 FT. LONG

4 ft. 2 ins. x 200 ft. \$ 5.55 roll
5 ft. 4 ins. x 200 ft. 7.95 roll
8 ft. x 100 ft. 15.90 roll

NATURAL TRANSPARENT ONLY
.004 MIL. ALL ROLLS 100 FT. LONG

3 ft. x 100 ft. \$ 4.00 roll
4 ft. x 100 ft. 5.30 roll
6 ft. x 100 ft. 10.65 roll

8 ft. x 100 ft. 18.60 roll
14 ft. x 100 ft. 35.00 roll

MINIMUM ORDER .004 mil. 4 rolls up to 8 ft. Write for low prices on quantity orders. Other sizes and mil. weights available up to 40 ft. in natural and black film.

PHONE BALDWIN 3-8277
DAYTON NURSERY & GARDEN SALES
P. O. Box 763 Dayton 1, O.

POLYETHYLENE FILM

1 1/2 mil., black, in 1000-ft. rolls, 3 ft. wide, \$20.40; 4 ft. wide, \$27.00.

2 mil., natural, in 200-ft. rolls, 4 ft. 2 ins. wide, \$8.00; 8 ft. 4 ins. wide, \$15.00; 12 ft. wide, \$21.60.

4 mil., natural, in 100-ft. rolls, 3 ft. wide, \$6.00; 4 ft. wide, \$8.00; 6 ft. wide, \$11.20; 8 ft. wide, \$14.40; 10 ft. wide, \$18.00; 12 ft. wide, \$21.60; 14 ft. wide, \$25.20; 16 ft. wide, \$28.80; 20 ft. wide, \$36.00; 24 ft. wide, \$43.20; 28 ft. wide, \$50.40; 32 ft. wide, \$57.60.

10 per cent discount on orders over \$24.00.
20 per cent discount on orders over \$60.00.
35 per cent discount on orders over \$90.00.

We pay freight if check is with order.
6 mil. available in widths up to 32 ft.

ROUGH BROS.
4229 Spring Grove Ave. Cincinnati 23, O.

POLYETHYLENE FILM

Natural transparent, made from Du Pont Alathon, the amazing film for greenhouses.

.004 mil., all rolls 100 ft. long.
3 ft. wide by 100 ft. long \$ 6.00 per roll
4 ft. wide by 100 ft. long 8.00 per roll
6 ft. wide by 100 ft. long 12.00 per roll
8 ft. wide by 100 ft. long 16.00 per roll

Other sizes available up to 20 ft. wide.
Send \$1.00 for liberal sample.

4 ft. x 16 ft. postpaid.
Special deal for greenhouse construction.
5 rolls to 9 rolls, 25 per cent discount.
100 rolls or more, 33 1/3 per cent discount.

"We ship same day."
YOHO & HOOKER
520 Williamson Ave. Youngstown 1, O.

VIKING-CLOTH, a film embedded in Burlap.
POLY-FILM, all in Sheets and Rolls.
HALF MOON CO., Box 274, Plainfield, N. J.

PLASTIC POTS

WILSON HIGH IMPACT

POLYSTYRENE PLASTIC POTS
Attractive mottled colors in utility grade, sold in original cartons only. All priced F.O.B. DAYTON, O.

Per 1000 Wt.
2-in., round, 1000 case \$ 8.50 12 lbs.
2 1/2-in., round, 1000 case 11.50 22 lbs.

3-in., round, 1000 case 17.00 35 lbs.
4-in., round, 500 case 32.00 55 lbs.

4-in., round tub, 500 case 32.00 55 lbs.
6-in., round, 120 case 120.00 35 lbs.

6-in., round tub, 120 case 105.00 25 lbs.
2 1/2-in., square, 1000 case 10.00 18 lbs.

3-in., square, 1000 case 17.00 35 lbs.
4-in., square, 1000 case 32.00 55 lbs.

Also available in solid pastel colors, add 20 per cent to above price for colors. Samples sent upon request.

DAYTON NURSERY & GARDEN SALES
P. O. Box 763 Dayton 1, O.
Phone Baldwin 3-8277

INCREASE PROFITS

Cut costs, reduce breakage, improve salability! How? Simply use Wilson Plastic Plant Pots. Square and round pots, tubs and flats. Wide range of sizes. Lightweight, durable, low cost. High impact material makes pots unbreakable in normal use. Switch now to modern, money-saving Wilson Plastic Plant Pots. For free samples, write to

WILSON PLASTICS, INC.
Dept. AN., P. O. Box 2037 Sandusky, O.

PRINTING

Billheads, 8 1/2 x 7.
White wove envelopes, 6 1/2 size,
250 of each for \$6.00, postpaid to zone 3.

H. Grebe, 306 Union St., Roversford, Pa.

RUBBER TUBING

RUBBER TUBING FOR
GUYING WIRES
3/8-in. outside diameter,
8 to 12 ft. random lengths.
100 ft., \$2.50.
500 ft., \$11.00.
F.O.B. Middlefield, O.

MARKAY NURSERY
Lake St. Middlefield, O.

Check Your Stock NOW!

If you have a surplus
sell it through the
American Nurseryman Classified Ads.

SPHAGNUM MOSS

NO. 1 SPHAGNUM MOSS
Large burlap bales, long fibered, clean,
firmly packed; bale, \$1.25.
JOSEPH JAMROS, CITY POINT, WIS.

Fresh, clean sphagnum moss, write, or
phone City Point 133 for our low prices on
wirebound bales in truckloads or carlots.
Tony Jaromin, City Point, Wis.

Long-fibered sphagnum moss, also ground
moss. Price us on truckloads delivered.
Warrens Moss Co., Warrens, Wis.

Start Your Offer Now
in the American Nurseryman
and Watch Sales Climb.

STAKES**CYPRESS PLANT STAKES**

50 pieces to bundle.
1x1-in.—3 ft., pointed \$3.00 per bundle
1x1-in.—4 ft., pointed 3.50 per bundle
1x1-in.—5 ft., pointed 4.50 per bundle
1x1-in.—6 ft., pointed 5.50 per bundle
1x1-in.—7 ft., pointed 7.00 per bundle
These stakes are made of cypress and red-
wood; are good, strong stakes and will give
long service. "A little better than seems
necessary."

WE SHIP SAME DAY!
YOH & HOOKER
Youngstown 2, O.

STAKES, GALVANIZED HARD STEEL
GALVANIZED tree guying WIRE,
HOSE for guywire PADDING.
Prices and samples sent on request.
SCHUPP SUPPLY CO., WILMETTE, ILL.

**DOMESTIC
BURLAP SQUARES**

In lots of 1000 or more in each size.
Per 1000

28x28 ins. \$44.00
30x30 ins. 48.00
32x32 ins. 52.00

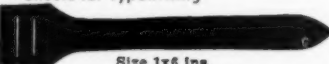
This should offer considerable savings to
large users of domestic squares. All
covers are made from vacuum-cleaned,
bright burlap bags, free of holes and
perfectly uniform. Samples will be
gladly mailed upon request.

HARRY STOLLER & CO.

30-40 Maple St. Chelsea 50, Mass.

NURSERY TAGS**"Weather Resistant"**

- Made of Water-resistant Tough Tag Board
- All White, Easily Marked
- 8 Colors
- 9 Sizes and Styles
- Sheets for Typewriting



Size 1x6 ins.

Prices per 1000—White Tag Stock
1000 to 4000.... \$1.50 20,000.... \$1.05
5000 to 9000.... 1.30 50,000.... .85
10,000 1.15 100,000.... .80

Write Today for Prices and Samples

PREMIER SOUTHERN TICKET CO., INC.
1621 Dana Ave. CINCINNATI 7, O.

**MORE PROFITS with
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- Dependable Quality
- Easy to Apply
- White or Colors

CELLSUEDE PRODUCTS, INC.
500 N. MADISON ST., ROCKFORD, ILL.

Write for
Free
Instruction
Bulletin

approval by the secretary of state and the attorney general of Oregon, getting the petitions printed and circulated (it will require roughly about 40,000 signatures, which must be obtained prior to July, 1960) and starting an educational campaign to let the public know the intent of the proposed legislation. Nearly \$5,000 of a proposed \$10,000 budget is already forthcoming.

The committee elected Rudy Wilhelm, prominent Portland citizen and a member for several years of the Oregon legislature, as its chairman and empowered him to select and govern the subcommittees needed, with the aid of the executive committee. A recent survey made in Oregon by the A. A. A. showed that 82 per cent of the members replying favored billboard regulation along highways. The proposed regulation is intended only for rural areas outside cities.

Many leading citizens of the city of Portland and the rest of the state took part in the organization of the committee. Robert Snodgrass, Esch Nursery and Seven Dees Nursery, Portland, president of the Oregon Association of Nurserymen, will serve on the committee. Charles Potter was asked to serve on the executive board of the committee.

C. H. P.

PLANTING PLANS WINNER

Bernard Kenny, a student horticulturist at the State University of New York Agricultural and Technical Institute, Farmingdale, will play a part in the landscaping of one of the nation's largest privately financed installations—the new \$14,000,000 applied research and development center of the Republic Aviation Corp., it has been reported by Dr. William A. Medesy, director of the institute.

The announcement came as a result of a landscape design competition sponsored by the aircraft firm for the senior landscape planning class of the institute's department of ornamental horticulture. Twenty-one young horticulturists competed, receiving practical experience and cash awards for their efforts. Ease of maintenance was as important a feature of the contest as the beauty of the planting plan. Designs included a flagpole area and an entranceway.

J-M TRADING CORP., Chicago, Ill., has been appointed by the South Omaha, Neb., regional sales office of Stauffer Chemical Co. to distribute Stauffer farm and garden chemicals.

FAFARD
peat moss
and
peat humus

Priced attractively to put you in an excellent competitive position. Pure sphagnum peat moss, 98% organic. Packages protected by polyethylene liner or coating. Wide choice of sizes. Peat moss, 1-peck to 7-cu. ft. bales, Peat humus, 2 1/2-lb. to 100-lb. bags.

CONRAD FAFARD, INC.
P. O. Box 744 LOcust 7-3316
Springfield, Mass.

PLANT MARVEL
"Food as you water"

Plant Marvel is a complete soluble plant food with 12-31-14 analysis. Used by leading agricultural colleges and horticulturists. Preferred plant food of African Violet enthusiasts. 8-oz. can retails for 80¢—retailers pay \$12.80 for case of 24. 1-lb. can retails for \$1.35—retailers pay \$10.80 for case of 12.

Plant Marvel Laboratories
Dept. AN-79
622 W. 119th St. Chicago 28, Ill.

RAFFIA
Headquarters for
A. A. Westcoast and
X. X. Superior Raffia
and
GOODRICH BUDDING STRIPS
Can make immediate shipment.

THOMAS MEEHAN & SONS
482 W. Germantown Pike
Plymouth Meeting, Pa.

ULLMAN CLEAT
Strong, reliable, protects flowers from damage in transit, satisfies customers and insures better prices. The Ullman cleat grips sides of box, holds stems to bottom. Send for prices.

THE ULLMAN CO.
Northampton, Mass.

Modernization, Subject at Awards Dinner

By Richard B. Kilner

The evening of June 2, the O-H Club, comprised of members of the ornamental horticulture department at California State Polytechnic College, San Luis Obispo, held its annual awards dinner. A number of nurserymen on hand for the "Plant California" committee meeting held earlier in the day and the refresher course given by Cal Poly to begin the next day were in attendance at the dinner.

Norman Springer, Bandini Fertilizer Co., Los Angeles, addressing the group on nursery modernization, stated that he feels modernization is so vital that he is devoting most of his time to studying this subject. He said it is difficult for people to realize how great the results can be from modernization. Usually such a project will pay for itself in one or two years.

In outlining some of the fundamentals for a modern store layout, Mr. Springer said that all signs outdoors should be at right angles to the nursery so they will attract the attention of the passers-by. Furthermore, the sign should include the words "nursery" or "garden store."

Need Attractive Displays

A neat store and attractive displays are important in stimulating impulse sales. Large displays near the front give the buyer the impression that these items must be successful. He cited gopher traps as poor choices for prominent displays.

Color is becoming increasingly popular in home patios, Mr. Springer continued. The nurseryman should take advantage of this and make his displays more colorful. He advocated garden displays or plantings around windows or by a house corner to give the customer ideas on how to solve his own problems.

Noting the emphasis on self-service, Mr. Springer criticized some of the usual practices of nurserymen. Often on display in shops, there will be several rows of the 4-ounce size of a product, with only a few large bottles (one row at the most). He asked the audience to consider the psychology used in supermarket dis-



Nelson Nurseries, Opa Locka, Fla.

Positive protection at a sure saving!

LUMITE®

SARAN SHADE CLOTH

* Lowest annual cost
* Widest range of shading

Immediate shipment of 6 & 20 ft. widths in all lengths;
special widths and fabricated covers available on request.
Some distributorships are still available.

For FREE samples and information write:

LUMITE DIVISION, Box 48
Chicopee Manufacturing Corporation
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Reliance

The recommended fertilizer for
AZALEAS and CAMELLIAS
Complete nourishment for acid-soil plants

Send for FREE BOOKLET—this
authoritative guide on Azalea and
Camellia culture mailed on request



THE RELIANCE FERTILIZER CO., SAVANNAH, GA.

WANTED and FOR SALE ADS

Help and Situation Wanted and For Sale Advertisements

Display: \$4.50 per inch, each insertion.

Lines: 40¢ line; minimum order \$4.00.

HELP WANTED

AN UNUSUAL SALES OPPORTUNITY

We need 3 single men to begin training for traveling positions selling nursery stock wholesale. Salary while training \$350 per month. If chosen for sales territories, earnings of \$1000 per month or more are possible.

YOUR IMMEDIATE ATTENTION IS NECESSARY.

Write Box 608, American Nurseryman, 343 S. Dearborn, Chicago 4, Ill.

HELP WANTED

LANDSCAPE DESIGNER

Prefer experienced man to work greatly expanding Trenton and Princeton, N. J., area. Must have a working knowledge of plant material and excavation grades. 1959 college graduate inquiries invited. Salary plus bonus. Position open for immediate occupation. Write:

Leon Mazur, Jr.
MAZUR & SCHEIDELER
2629 Brunswick Pike Trenton 8, N. J.
Phone: EXport 3-1146

HELP WANTED

REPRESENTATIVES

To call on variety, drug and supermarket chains west of the Mississippi with complete line of top-notch horticultural line of packaged plants and bulbs. Replies confidential.

NURSERYMEN'S EXCHANGE
475 Sixth St. San Francisco, Calif.

HELP WANTED

Landscape salesman with landscape design experience. \$400 per month drawing account against liberal commission.

OLD ORCHARD GARDENS
724 E. Big Bend Blvd.
Webster Groves, Mo.

HELP WANTED

Salesmen to call on trade for large midwestern wholesale nursery offering excellent assortment. Good territories available. Liberal commission. Write giving full information about self. Reply to Box 601, care of American Nurseryman.

HELP WANTED

We have an opening immediately for a man to manage our propagation department. A man with good habits, good recommendations and desiring a permanent position is the one we are looking for. For further details write:

LITTLEFORD NURSERIES
Vincennes, Ind.

HELP WANTED

RETAIL NURSERY SALES CAREER
Requirements—Ambition and desire to work for advancement in a growing, progressive company.

Mr. Charles Crum
ROSEDALE'S NURSERIES, INC.
400 W. Huntington Dr. Monrovia, Calif.

FOR SALE

NURSERY AND FARM NEAR SALISBURY, MD.

Approximately 30 acres of nursery stock and 70 acres of fertile farm land on Maryland's eastern shore. Large dwelling, garage, barns and outbuildings; farm and nursery equipment, implements, tools; irrigation equipment; on paved state highway.

Well-known trade name, customer lists, etc. Over 40 years in nursery business. Azaleas, yews, hollies, magnolias, etc., ready to sell. Owners retiring due to health. For details write:

VICTOR H. LAWS
111 High St. Salisbury, Md.

FOR SALE

Nursery, greenhouse, 6-room modern home, double garage and storage building. 19½ acres with 400-ft. frontage on busy State Rt. 18 in Portage Co., Ohio. Abundant water supply with running creek and spring-fed pond. 2500 sq. ft. under glass with attached 8x100-ft. hothouse.

This is located in the fastest-growing area in the state. For further information without obligation, contact:

SCHNEIDER REALTY
215 S. Chestnut St.
Ravenna, Ohio
Phone: AXminster 7-7777

HELP WANTED

SALES POSITION OPEN

Medium-size midwestern grower-nurseryman has opening for wholesale salesman. Old, established firm growing a full line of ornamentals. Now concentrating on Great Lakes area, but need more coverage. Salary plus bonuses—no commission. Send resume to Box 523, care of American Nurseryman.

WANTED

TO REPRESENT GROWER

Sales organization interested in representing wholesale nursery grower for volume sales. Address replies to Box 612, care of American Nurseryman.

FOR LEASE

Greenhouse and brick workroom, also showroom. Land faces 300-ft. Asheville, Black Mountain Highway. Write: Box 955, Black Mountain, N. C.

FOR SALE—Small retail nursery, with a nice stock of shrubs, roses, evergreens and trees. Nice office building plus a lattice growing shelter 40x120 ft. Also have equipment for landscaping. We are located in a fast-growing community. MITCHELL BROS. NURSERY, Box 157, Fountain, Colo.

FOR SALE

OR LEASE

Nursery located in northwestern Ohio, doing good business and in a growing community. If you want to work and make money, check this one out as records will show this to be true. For full information write Box 610, care of American Nurseryman.

FOR SALE

THE E. J. SNYDER NURSERY IN WEST MILTON, OHIO

Owner retiring. Ideal soil and location, fine residence, greenhouses and necessary buildings, customer list, owner's good will and active assistance. \$13,500 down and easy annual payments.

E. J. SNYDER
West Milton, Ohio

FOR SALE

High-clearance nursery tractors, 6-ft. 2-in. clearance. Used for cultivating, spraying, evergreen and citrus tree baling, root pruning, bare-root digging. Write for information.

NURSERY EQUIPMENT CO.
Maple Plain, Minn.

FOR SALE

NURSERY

25 miles from Cincinnati, on federal and state highway, residences, greenhouses, garage, sheds and other outbuildings, lakes and a creek; well planted; owner wants to retire. Send replies to Box 594, care of American Nurseryman.

FOR SALE

GREENHOUSE-NURSERY

Ideal for landscaping business, 5½ acres, well-planted nursery. Coldframes, lath houses, greenhouse, boiler and sales rooms; all tools, implements; 3-room house; growing vegetables, fruits; near buses, schools. Owner retiring. Address replies to Box 609, care of American Nurseryman.

FOR SALE

Used complete greenhouses. Used greenhouse materials, glass, pipe, valves, etc. Greenhouses bought for wrecking.
SEABOARD GENERAL SUPPLY CO.
Elizabeth 4-9041 Waverly 6-0404
1080 Magnolia Ave. Elizabeth, N. J.

FOR SALE

Established retail landscape nursery, 25 acres of fine landscape material. Located in Maryland in suburb of city of 40,000 population. Owner wants to retire. Send replies to Box 611, care of American Nurseryman.

FOR SALE — Nursery in north central state. Has been side line; health and other interests force immediate sale. Wonderful opportunity. Will sacrifice at \$12,500. Concrete building, 1664 sq. ft. Small greenhouse, lath area, refrigerated storage, neon sign, good tractor, 3 acres on paved U. S. highway, stock included. Reply to Box 613, care of American Nurseryman.

plays in the use of the "strike zone," the area at eye level or within convenient reach. For example, the giant-size bags of potato chips are always within easy reach of the customer, and the small packages are usually down near the floor or away up high.

Another display practice found in nurseries is stacking the different sizes with the largest to the left and the smallest at the right. This is an inadequate method of display, because most people are right-handed, and it is easier for them to reach to the right than to the left. Mr. Springer also advised the use of adjustable shelves, to eliminate wasting space.

Wide Overhang Helpful

The wide roof overhang is helping the nurseryman to economize, since such items as redwood tubs need cover but do not necessarily have to be kept indoors. These shelter areas can be used effectively for combination storage and display areas.

Mr. Springer concluded by saying that it is not so important how big a nursery is, but rather, how well operations are organized. He cited as example Deigaard Nurseries, Monrovia, which moved from a 2-acre site to grounds less than one acre in size. The nurseryman should look at the possibilities in increased business that modernization can offer him, not at the cost alone. He must learn that he must spend money in order to make money.

CALIFORNIA REFRESHER

[Continued from page 10]

fact, is also setting up a garden club. Supermarkets cannot do this; the nurseryman is the expert.

Children's Affairs

At Flowerland the staff works with future customers. This year 4,000 first and second-grade children visited the nursery. They received some elementary information on roses and peaches and each received a package of seeds. Several pets around the nursery attract the children. Contests are held for them. For example, the child giving the first bloom from his seeds to his teacher receives a present.

Kiddies' specials are advertised for Mothers' day and Fathers' day. These items are always priced under \$1. Flowerland sponsors a little league team. This helps the boys out and in turn provides free advertising for the nursery. Tours of the nursery are advertised. Brownies, Cubs, Girl Scouts and Boy Scouts are aided. There is a Cub motto,

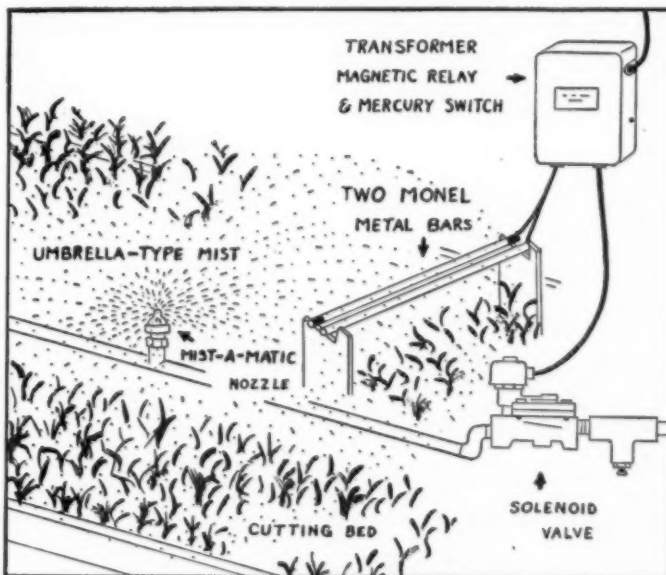
MIST-A-MATIC® needs—

(Patent Pending)

NO

**Clocks to set
Electronic Tubes
Adjusting Knobs**

**A Practical Mist Propagation System
That Is Priced Right.**



Misting is a real benefit when cycle is controlled according to weather conditions. Too much water promotes disease and wastes money — too little water causes leaves to wilt and failure to root. The secret of success of the system is shown in sketch. Two parallel, spaced Monel Metal bars are electrically connected to the Magnetic Relay Transformer and Mercury Switch. Bars are

placed under the mist umbrella. Water accumulates between the bars to make an electrical contact. Relay Switch closes the Solenoid and turns off mist. When the water evaporates, contact is broken, the relay opens the valve and misting starts. Large sensing units cycle mist as plants demand . . . no clocks to reset for weather changes.

- ☐ Complete Control System as pictured \$72.00
- ☐ System less Solenoid and Strainer \$46.00

MIST-A-MATIC NOZZLES—One Needed Every 3 1/2 Feet

Type for 1/4-in. Pipe Thread \$2.95 ea. How Many?.....

Slip-On Type for 3/8-in. Copper Tubing \$3.45 ea. How Many?.....

If check accompanies order, we prepay shipping. Check ☐ C.O.D. ☐

Print Name

Print Street..... Print City.....

E. C. GEIGER

WRITE FOR COMPLETE DETAILS
P. O. Box 270, North Wales, Pa.



The leading German brand.
Request our illustrated catalog.

HERMANN A. WIRTH
Levittown, N. Y.



Millions and Millions
of Pots ago as now . . .

THE BIG NEWS IN BIGGER PROFITS CLOVERSET POTS

MORE than 20 years ago, nurserymen were introduced to a new wrinkle in plant containers—the Cloverset Pot. It was a low-cost container that made cash-and-carry sales more profitable. It stimulated more sales, because it enabled nurserymen to economically pot stock previously sold bare root and to present it for sale in a more attractive form—alive and growing, yet simple to set out. Millions of Cloverset Pots have been made and used in the last 20-odd years and they still tell the same profitable story. If you've never tried them, order a sample set now.

HERE'S WHY CLOVERSET POTS ARE SUPERIOR TO OTHERS:

- 1 Lasts a full year or more in the sales frame.
- 2 Contains roots safely within the soil ball; permits transplanting any time.
- 3 Has adequate bottom opening for good drainage without waterlogging; no gravel necessary.
- 4 Resists on wide bottom; no blowing over in the frames.
- 5 Available in sizes to accommodate stock of any saleable size.
- 6 Is neat and uniform in appearance, an asset to the sales area.
- 7 Tough enough to permit easy handling in potting shed and frame.
- 8 Easy for customers to remove—at once, a week later, or even a month after they take stock home.
- 9 Lightweight (but with all these qualities) to save on freight costs.
- 10 . . . and sufficiently low priced so that it may be given away with the plant.

SEND IN THIS HANDY COUPON FOR
A SAMPLE SET OF CLOVERSET POTS



Dept. AN79, 10550 Wornall Rd.
Kansas City 14, Mo.

☐ I enclose \$50; please send me a sample set of Cloverset Pots (limit, one set).

☐ Please send me information on Cloverset Pots and Cloverset Rose and Garden Dust.

NAME

FIRM

ADDRESS

CITY..... ZONE... STATE.....

PREVENT TRANSPLANTING LOSSES

of DECIDUOUS TREES and SHRUBS • CONIFERS, LINERS

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- HERBACEOUS PLANTS
- PROPAGATING MATERIAL

PLANT ALL YEAR WITH PROTECTION WITH

WILT-PRUF

All sizes and varieties of plant material — from 40 ft. Pin Oaks to small vegetable seedlings — have been transplanted successfully (even in hot, arid weather) when sprayed with WILT-PRUF.

Plant your design any time. WILT-PRUF protects under every kind of weather. WILT-PRUF, proven through years of use, is also the best pesticide sticker.

Available in professional and homeowner sizes.

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WHAT ARE YOU PAYING FOR PRICE LISTS?

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Associate Member A. A. N. — We Specialize in Nursery Price Lists

ORGANIC Gardening and Farming

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Now Reaches More Than
250,000 Mail-Order Conscious
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BURLAST

POSITIVE
PROTECTION

Burlap treated with BURLAST (dry powder mixed with water) resists rot and decay up to six months! Write for details.

HILL'S NURSERY

Burlast Division
Box 43, Victoria, Tex.

"As a tree grows, so does a boy." Therefore, every new cub gets a tree as a gift, with a scroll containing instructions. To claim this he must bring his mother and father to the nursery. This is bringing people to the nursery immediately, but it is also doing quite a job for the nursery looking 10 years ahead.

Expenditures That Pay Off

Flowerland uses color in its holiday ads. Yes, it costs about \$50 more, but that color is all one can see in the newspaper, and the results are well worth the added expense.

Mr. Fischer pointed out repeatedly how one should give a little and not worry about it, because it comes back to one. He mentioned giving to employees as well as to the public. The usual forms of giving to employees include their pay rate, vacations, bonuses, etc. At Flowerland employees are now receiving, according to seniority, days off on Sunday with pay. It is a greatly appreciated consideration.

As a last remark, Mr. Fischer implored nurserymen to get rid of their old stock. They should throw away junk. However, even in this area Flowerland has a gimmick. In advertising the firm told the public that it had a white elephant bin and anything in it could be had for 49 cents. Everything was sold by 10 a. m. the first morning!

Questions from the floor brought out how Flowerland responded to certain common problems. When asked how it handled replacements, Mr. Fischer responded, "With a smile." However, next year it is going to try a new idea with its bare-root stock. It will have a sales book. Each purchaser of bare-root stock will be given a slip with a number, and he must bring in this sales slip with the dead plant in order to get a refund. Mr. Fischer was sure some of the returns had not been sold there.

Landscape Fees

Flowerland has offered a landscape service for a \$25 fee. However, it turned out that this might cover a 6-month period and was not paying off. Now the charge is \$10 an hour. When the charge is on an hourly basis it is amazing how well the customer organizes his questions. It is believed this plan will work.

Carl Walker, M & D Store Fixtures, also pointed out that nurserymen can overcome unrelated competition by taking advantage of the specialized knowledge which they possess. He stated that others have

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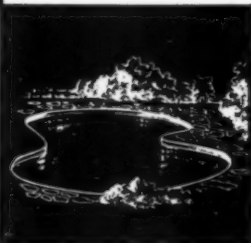


Little Giant pump installed in fishpond can act as fountain, provide aeration for fish, help keep pond clean.

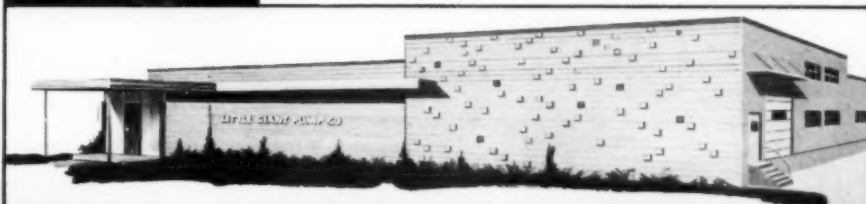
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Designed for years of trouble free service, Little Giant installations make bird baths attractive and animated.



Little Giant recirculating pumps can be applied to almost any landscaping project. Motor winding in compact pumps cannot become wet or short out. LITTLE GIANT PUMPS OPERATE WHEN COMPLETELY UNDER WATER and give years of trouble free service. The motor runs in a bath of oil and never needs lubrication.



New Home of Little Giant Pump Co. • Triple Production Capacity To Meet Increasing Demand

come into this business because the nurseryman has shown the way. It seems so easy, with so low an investment required. In recent years the outdoor living concept, a new way of life has been promoted by the gardening magazines and newspapers. An unsatisfied demand has been building up, and the nurserymen can blame only themselves for the advent of Woolworth's, Sears and others. What is needed is modern merchandising knowledge combined with horticultural know-how.

Mr. Walker outlined some rules for modern merchandising: 1. Make it very easy for the customer to buy. Make merchandise convenient. 2. Create a pleasant atmosphere. Consider music, lighting, a new building, the enthusiasm of the personnel. 3. Use creative selling techniques; promote and advertise. 4. Promote one's self from errand boy to cashier. He made reference to the market where the busiest person in the store is the customer. The cashier is busy, too, ringing up sales.

Self-Service

In looking at supermarkets, which have made the greatest strides in modern layout, Mr. Walker noted that no longer do they wait on one person at a time. The customer is given an opportunity to browse and



Florist & Nursery

SIGNS

For literature and prices, write GROWERS SIGNS, Tallmadge, O.

Field Stone Problems Eliminated

... use PIXTONE

Mechanical Stone Picker

Get complete details from manufacturer—
BRIDGEPORT IMPLEMENT WORKS, INC.
1483 Stratford Ave. Stratford 14, Conn.

to answer his own questions by looking at the signs and displays. He will ask the questions he cannot answer himself at the cash register, where the seller belongs.

With the use of drawings Mr. Walker reviewed the newly remodeled Deigaard Nursery (see issue of May 15). He significantly pointed out that Otto Martens, general manager of Deigaard's, asked for merchandising assistance on a vacant lot. What possibilities would this hold for a new nursery? The new site was a change from two acres to less than one. Therefore, the problem of layout was of utmost importance. Turnover was essential. Mr. Walker illustrated how the firm went about achieving its objectives.

Twine and Cordage

For All Nursery Requirements

GEO. B. CARPENTER & Co.

SINCE 1840
401 N. Ogden Avenue, Chicago 22, Ill.

Val-PEAT® Pots - Cloverset Pots
Pot Labels - Tree Wrap - Tree Tanglefoot

Write for prices and circulars.

VAUGHAN'S SEED CO.

601 W. Jackson Blvd. 85 White St.
Chicago 6, Ill. New York 13, N. Y.

Otto Martens commented on what has happened since the recent remodeling. First, he said he wanted to answer the question which he was always asked: "Why did you move from a 2-acre site to the smaller one?" This move was based on a thorough analysis. The figures showed that the management had become 63 per cent garden shop keepers and only 37 per cent nurserymen. Formerly the figure was 90 per cent nurserymen. This change was sad to Mr. Martens; however, he feels that this trend will continue.

As for the results of the remodel-

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Please ship _____ pints (12 per case)
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Samuel Cabot

ing, Mr. Martens said salesmen's comments tell the story. They say it is easier in all ways to make sales, to save steps, to water, etc. Mr. Martens smilingly noted that there was not only no more looking for plants, there was no more looking for salesmen, since there was no place for them to hide or loaf.

Old customers who had not been coming in showed up. Sales have been away up since the new nursery was opened. Formerly, little was carried in the way of cymbidiums or flowering azaleas. However, recently truck loads of these expensive items have been sold with no sacrifice in markup. More gallon perennials were sold in two weeks than in a whole year previously. The same has been true for insecticides and other supplies. To go along with the modern thinking and the idea of having a 1-stop garden store, the firm is offering items never considered before. However, there is stock that people can get only at a nursery. These are the things to tell the public about and for which to charge the full price.

The Deigaard Nursery was remodeled for sound economic business reasons. However, as a result, much commendation for bettering the community has been heaped upon the firm. Mr. Martens concluded his talk by proudly displaying a plaque awarded by a community group for just this reason.

Economic Forces

Dr. D. Barton DeLoach, professor of agricultural economics, University of California at Los Angeles, and vice-chairman of the economics division of the University of California, spoke on basic business administration. He noted that there were certain outside forces affecting the nurserymen's business. This is a growing industry tied to the country's economic expansion. While much talk has been centered on new housing and all the plant materials it requires, Dr. DeLoach felt that the nurserymen had neglected the replacement market.

The consumer's disposable income after taxes has been expanding at a rapid rate. It has doubled in the past 10 years, quadrupled in the past 20 years. The consumer has much more money to spend on items other than necessities. The big question is "Is the consumer going to spend his disposable income for the nurseryman's product?"

In addition to these outside forces there are internal forces affecting the nurseryman. In this industry, Dr. DeLoach feels that there are a great

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TO KILL BORERS
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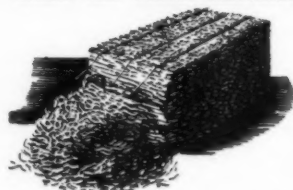
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Wood Feathers

**SCREENED
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The Perfect Nursery Packing

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LOW DELIVERED PRICES — We Solicit Your Inquiries

DARLING'S "Rite in the Rain" WATERPROOF TREE AND PLANT LABELS

"Rite in the Rain" labels are not just another paper label. They are made of tough tagboard and chemically treated to make them waterproof. Ordinary pencil markings do not wash off. These are longer lasting yet low-cost labels. Millions are used every year by nurserymen.

Write for samples and prices.

J. L. DARLING COMPANY
BROWN'S POINT, TACOMA, WASH.

many who do not know the true costs of their operation. Is one's business actually profitable? The difference between cost and selling price is what counts. He pointed out the need for keeping proper records.

Value of Records

Rudy Lindquist, Lindquist, Von Husen & Joyce, drew a parallel between many nurserymen's business practices and a trip to Las Vegas. In both instances the person often kids himself. He compared two nurserymen, one who said he was netting 5 per cent on his operation, the other 10 per cent. However, the one who said he was netting 10 per cent was showing no salary expense for himself or his wife, who was active. If one owns his land, there should be a rental allowance for the land used in business, accurately to reflect business condition.

Mr. Lindquist stated that records are essential for tax purposes, to keep track of assets and to keep track of inventory, so as to prevent waste through loss or theft. Records provide the information necessary to run a business; however, they must be adequate records to run a business well.

Useful Techniques

Mr. Lindquist outlined the use of projected income and expense statements, cash flow statements and inventory controls.

The speaker stated that the nursery industry should follow the example of other fields in having more industry figures available to members. He cited a group of nurserymen in the bay area who for 10 years have been pooling information so that they can come up with average figures on such items as income; expenses, and sales, with per cent of increase or decrease, the average amount of sales, and administrative, office and other expenses allotted to sales. Each nurseryman compared his operation with the average and previous years' results. The fact that this group has continued to do this for 10 years speaks for what value they place upon it.

David M. Mendelsohn, Bank of America, outlined the bank's new credit card plan as it would apply to the nursery industry. There are about as many nursery outlets as existed 10 years ago. Sales have doubled. However, when inflation is taken into consideration, the nursery industry has not kept pace. It is not capitalizing on what it has to offer that other outlets do not have. He cited service, horticultural knowledge and credit facilities. Noting that the country is changing to a



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Pointers on Garden Center Operation

Reported by Kenneth Bradley

Although there are many types of garden centers, all utilize about the same principles of planning and layout, for their objectives are similar. It has been only in the past 15 years, since World War II, that these centers have developed, pointed out John J. Pinney, Willis Nursery Co., Ottawa, Kan., in his introductory remarks on the subject of "Garden Centers" at a short course for nurserymen held early this year at the University of Connecticut, Storrs. The garden center plan apparently originated in California, he continued, possibly because it was there that handling of container-grown stock began in this country.

On the subject of signs, Mr. Pinney emphasized that they should be readable from a considerable distance so that people will know where the garden center is. To be seen from 1,000 or 1,200 feet away, letters must be 10 inches or more in height. Signs should be placed at right angles to the road, so that they can be read as traffic approaches. Indirect lighting makes a sign more visible than neon or direct lighting. The sign must be high enough so that it is not blocked out by other cars, either parked or in traffic.

In discussing the over-all appearance of a garden center, Mr. Pinney said that it should be architecturally attractive, as well as neat and successful looking. He maintained that buyers are inclined to patronize an establishment that looks prosperous. Entrances are important, since they arouse people's curiosity; the potential customer wants to see what is inside.

Some garden centers are built with a meeting hall on the second floor for the use of garden clubs and similar organizations, but some operators have found that the amount of business stimulated by such a facility has not met expectations.

Parking space must be adequate and easily accessible. The faster the traffic is going by one's establishment, the more accessible the parking facilities must be. For best use of available space, there should be lines on the pavement of the parking area, indicating the direction in which cars should park. With right-angle parking, more cars can be fitted in, but more room will be required behind the cars to get them in and out. On a busy street, all

entrances to a garden center should be plainly marked. In addition to a parking area, a garden center should have ample space for the customer to load his car with bulky items.

Convenient Displays

Another practice for customer convenience found in many garden centers is that of displaying plants, such as container stock, on shelves or tables at about knee height. Displays should not be on the floor, requiring customers to bend over, nor should they be too high on racks.

Covered walkways have proved worthwhile for the operation of the garden center in inclement weather. They can be arranged in such a way that the customer can view all of the stock offered for sale without going out in the rain.

Overhead signs, used at many places, aid customers to find particular items. Stock offered for sale must be classified for customer convenience, and similar merchandise items should be displayed together.

Mr. Pinney emphasized the principle of mass display, which does not mean a clutter. Displays should be attractive, and allied lines must be kept clean and dusted. The buying public seems to be attracted and impressed by large masses of an item in one place. When viewing a mass display, the customer feels that the merchant has enough commodity to fill his needs and believes that he must be a good merchant or he would not have that much stock on hand.

Other Materials for Lath Houses

Today, lath houses usually are built of some material more substantial than lath. In addition to shading plants and reducing the cost of maintenance by keeping the plants more moist, the lath structure has a beneficial psychological effect upon the customer. Various garden center operators who, having discovered that plants stored under lath sold much more readily than those left out in the sun, now display everything under lath, whether the plant needs



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This is a new and revolutionary earth-working machine for landscaping work. In one operation, it rakes stone and debris, breaks, spreads and levels ground, ready for seeding. *No need to carry cultivator, disk, blade and extra stone rake.* Every inch your tractor moves, your blade-rake is in action, doing any kind of landscaping work and hundreds of other jobs, in farm fields, etc., that no other machine on the market today can do. This blade-rake will fit any tractor with a three-point hitch.

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it or not. Lath structures that are constructed so that a truck may drive into them to service the area are convenient when heavy balled and burlapped material is being handled. Some operators have tried plastic covering on patios, but this sometimes builds up heat beneath it and is not so successful as are other materials.

Transite edging for beds has proved effective. The material is rather brittle, but it is easily kept clean, easily worked with, attractive, waterproof and rotproof. Concrete blocks have also proved successful for making beds, since they are neat, easy to maintain and change and are almost indestructible.

Mr. Pinney also mentioned the use of colored pictures of plants offered for sale. He said that one cannot use too many of these, but cautioned that they should be hung at eye level, where they can be seen easily. In a garden center where the operator lights his establishment in the evening, the store should be flooded with light, since nothing presents a less attractive appearance than a sales area that is poorly lighted.

All merchandise should be well marked. Labels should include the variety, price and a description of the plant. With more self-service becoming popular, it is essential that all items be tagged individually. Members were cautioned against using homemade hand-printed signs, unless they are expert in lettering. There are machines on the market with which adequate signs can be printed.

Garden Center Greenhouses

Mr. Pinney discussed the conservatory and greenhouse, saying these are not essential, but many operators find them desirable. At a garden center, the greenhouse is not used for propagation or growing but only for displaying and showing the proper care of plants. Annuals in flats, potted perennials and potted house plants may be placed in a greenhouse, since they need the sort of protection it gives and will thrive there. Under lath they tend to get thin and less attractive. A greenhouse, if used, should be close to the main part of the garden center so that it is accessible; moreover, it should be so inviting that customers are attracted to it.

Seasonal displays are an important part of the garden center's offering. In fall squashes and pumpkins can be sold in addition to plants. Other seasonable items, such as chrysanthemums, dress up the garden center in the autumn.

Good use is made of overhangs in

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LOW PRESSURE NOZZLES



1. Only 25 lbs. pressure needed for maximum coverage (4 to 5-ft. beds) and most efficient spray.

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4. F-97-W wide angle (160°) nozzles were specifically developed for Mist Propagation. Accurate, uniform, precision machined from brass bar stock, available in either 1/8-in., 1/4-in. or 3/8-in. male or 1/4-in. female pipe connections.

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built in three sizes, with
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Write for folder giving
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Phone Niagara 2-4838 (Kansas City, Mo.)

Thriftipots
(for paper planting pots)

SAVE up to 50%

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... means **EXTRA SALES**
to Garden Lovers

This popular, fast-selling device provides an easy, economical way to apply soluble fertilizers and chemicals wherever the garden hose reaches. No danger of burning. Draws in and dilutes as you sprinkle. SELL A HOZON to each purchaser of fertilizers or other garden supplies. Individually packaged, \$2.25 list. Carton of 12 weighs 5 pounds, costs \$16.20 F. O. B.

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Box 703, Cleveland 22, Ohio
This is Hozon's 24th year

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"Have You Tried Perennials?"

by CHARLES H. POTTER

A New Book for Those Interested in Making Their Spring Bedding Plant Business More Profitable

This new book is of special value to nurserymen who are interested in the spring bedding plant business. Highlights include growth characteristics of major perennials, propagation procedures, preparation and care of soil, field care, marketing and other data important to the successful growing of perennials.

Contains handy reference chart listing 173 perennials, their colors, flowering period, propagative methods and page numbers where additional information on the particular crop can be found.

- 45 Chapters
 - 160 Pages
 - Illustrated
 - Hard Case Cover
- \$3.00** per copy

AMERICAN NURSERYMAN,
343 S. Dearborn St., Chicago 4, Ill.

Enclosed is my \$..... remittance for
..... copies of "Have You Tried Perennials?"

Name

Address

City - State

some parts of the country. Mr. Pinney pointed out that it is efficient to display and store peat, fertilizer and insecticides in one operation at one location, where they should be visible but not shut out a view of the nursery stock offered for sale. The suppliers of these items should stack them according to the nurseryman's wishes, and the goods should not have to be moved again until they are sold. Mr. Pinney recommended a separate building to store and display this type of bulky merchandise.

He concluded by saying that it is not necessary to spend a great deal of money to build a garden center. Some of the simplest ones are the most successful.

TEXAS SHORT COURSE

[Continued from page 11]

ing was John Long, department of agronomy, Texas A. and M. who spoke on chemical weed control, explaining some of the principles involved in the effect of selective herbicides—weed killers that destroy one type of vegetation without harming another.

As factors in the selective action of these herbicides he briefly discussed (1) differential absorption, retention and translocation of herbicides by the plant; (2) physiological responses of plants to herbicides, and (3) enzymatic changes of herbicides by plants.

Regarding the first of these factors, he noted that the leaves of some plants resist wetting by virtue of their hairiness or waxiness and are therefore more immune to water soluble herbicide formulations than other plants.

Some Remain in Upper Soil

A number of chemicals have little effect when sprayed on the foliage of plants but may be effective when absorbed from the soil by plant roots or the meristematic areas in germinating seed. Some of these chemicals are low in solubility, and effective concentrations may be fixed in the upper soil layers, where they kill germinating seeds without penetrating to the deeper root zone of desirable plants. Neburon and CIPC are examples of herbicides that function in this manner.

Granular formulations permit soil applications of herbicides that would injure plants if applied to the foliage. Applied dry, they do not adhere to the foliage but sift downward to the soil and may effectively kill germinating weeds without injury to established plants.

Some of the most striking and in-

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PRESSURE PACKED



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IN WEST GERMAN BOGS, Nature "put the squeeze on" genuine Sphagnum Moss for centuries. Detorf Bricks are tougher, denser, more resilient and better preserved than peat from any other deposits in the world.

DETORF'S MODERN PLANTS actually out-do Nature. Forty-eight Bricks—open-air-dried, shredded and screened—are packed under high compression into each sealed, dust-free, moisture-proof 6 cu. ft. bag.

TEN FULL BUSHELS FLUFF out when the Detorf 6 cu. ft. bag or bale is opened. Detorf goes farther—lasts longer because its double volume absorbs 15 to 30 times its weight in water—breaks down slowly in use.

BONUS PROFITS

for you are assured by Detorf's liberal margins and customer demand.
Write, Wire or phone for prompt or later shipment.

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111 S. Front St., Philadelphia 6, Pa.
GARDEN SUPPLY SALES CORP.
2120 Lake Ave., Rahway, N. J.
J-M TRADING CORP.
323 S. Franklin St., Chicago, Ill.

interesting of recent developments in weed control depend on enzymatic changes of herbicides by plants. It was discovered that certain undesirable plants have the ability to convert otherwise harmless chemical formulations into herbicides that destroy them. The same principle operates in reverse in the case of Simazine applied to the soil after corn is planted but before it emerges. Weeds that absorb the herbicide are killed, but an enzyme system in the corn plant converts absorbed Simazine to other materials that are non-toxic.

Marketing Foliage Plants

To round out the morning session, T. T. Brady, Jr., department of floriculture and landscape architecture, Texas A. and M., gave a discussion of the developments in the marketing and use of foliage plants. Volume markets have failed, through lack of knowledge of the plants, to maintain high quality, promote service, develop variety and stimulate increased interest in repeat sales.

Therefore, the nurserymen must base their sales on knowledge, service, and quality plants that are adapted to the customers' needs. The need to understand the light and moisture requirements of the various plants was emphasized. Slides of

ALUMINUM SUN-FIN RADIATION

Ideal for Greenhouse Heating



**EASILY INSTALLED
IT WILL NOT RUST**
Descriptive literature and prices sent on request

SUNDERLAND PIPE SHOP
4302 Woodland Ave., Kansas City, Mo.

many adaptable foliage plants were shown to indicate the wide selection available for indoor decoration.

Chairman for the afternoon session was Bill Fullingim, T. A. N. executive secretary. He introduced Dr. A. B. Wooten, of the college's department of agricultural economics, who spoke on vertical integration, a new development in the agriculture field.

He defined vertical integration as the combining of two or more functions of production and marketing under one management. This combination of functions may be accomplished in one of two ways—through ownership of the different processes or through contractual arrangements between producers, suppliers or marketing agencies. An example

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**Kills the Pesky Pest
Inside the Tree**

1 qt., \$1.79 retail—
33% Dealer Discount
1 gal., \$4.98 retail—
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SCOTTVILLE • 12140 HARRY HINES BLVD.
TEXAS • DALLAS, TEXAS

is found in the broiler (poultry) business, which is about 90 per cent integrated.

Even though the production and retail marketing operations of some nurseries are now integrated through ownership, nurserymen should study the development of the trend in order to guard against the possibility of outside interests' gaining a position in which they could dictate production schedules through vertical integration.

Public Relations

George Hart, Conard-Pyle Co., West Grove, Pa., then discussed public relations work. He pointed out

for
surer
strikes,
more
profits:

ROOTONE

the plant
hormone powder

USE IT YOURSELF for a higher percentage of cutting strikes! Rootone is now fortified with *indole butyric acid*, making it more useful than ever... the most effective hormone root forming stimulant for rooting the widest range of cuttings! There's a formula and package size for your every need, including Rootone F with fungicide.

SELL IT for added volume and extra profits! Rootone is an ideal year 'round resale item to amateur gardeners and house plant enthusiasts. Help your customers get better cutting results with Rootone, today's most trusted hormone root stimulant.



ROOTONE—available in popular ¼-oz. packet and 2-oz. jar for resale; and 1-lb. canister or larger sizes for commercial propagators.



ROOTONE

AMCHEM PRODUCTS, INC.

Formerly American Chemical Paint Co.
Niles, Calif. • AMBLER, PA. • St. Joseph, Mo.

Amchem and Rootone are registered trademarks of Amchem Products, Inc.

that many of the nurserymen's associations do not have sufficient funds to do this work; so it is up to the individual nurseryman to carry out his own public relations program. Most local publications and radio and television stations are always seeking material for programs and articles. This allows the nurseryman an opportunity to obtain considerable free advertising that can be most beneficial.

Much good will can be developed through a planned program of advertising, special events and displays, as well as good merchandising. Not only do these special programs develop good will, but they draw traffic to the nursery and give the nurseryman an opportunity to do a better job of selling.

The afternoon program was rounded out by Prof. A. F. DeWerth, head of the floriculture and landscape architecture department, Texas A. and M., who discussed developments in nursery management. According to Professor DeWerth, nursery management today must be efficient enough to meet the challenges of three present trends: Constantly rising production costs, volume sales of nursery stock by non-nursery outlets and the growing quality consciousness of the public.

The successful nurseryman must grow the highest quality plant at the lowest cost in the shortest possible time. He must then either find a suitable retail outlet that can move such quality production in volume or sell direct to the consumer, emphasizing the high quality of his stock and services.

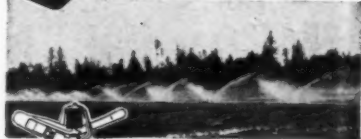
Buying, Pricing Important

He emphasized the importance of correct buying and pricing methods in efficient nursery management, stating that the nurseryman must determine the kind, variety and size of stock that will sell best. Information gained from salesmen, trade papers, catalogs and his own sales records will aid in making this selection.

Professor DeWerth recommended buying from a small number of suppliers, as this practice makes for larger purchase orders, which often permit larger discounts; assures greater help and attention from suppliers; simplifies credit problems, and aids in maintaining consistent quality of stock. He pointed out that some system of stock control is essential if one is to avoid overbuying and shortages.

It is almost impossible, the speaker asserted, to set pricing policies without a clear knowledge of oper-

**GIVE
DRY WEATHER
THE BIRD...**



**RAIN BIRD,
of course!**

There are handsome dividends to be earned in providing your own weather for crops and pasture... there's no better way to do this than with Rain Bird Sprinklers. Get water where you want it, when you want it!

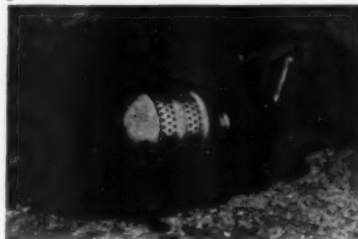
Single installations have more than doubled—even tripled—yields and insured stability of crop income. See your dealer.

Write for free information.



PATENTED WATER BUBBLER

- WATERS DEEP — FAST
- NO WASH — NO WASTE
- DURABLE ALUMINUM
- BUILT TO LAST
- NO MOVING PARTS
- GOOD STEADY SELLER
- PRICED RIGHT
- COLORFUL DISPLAY CARTON



- NATIONAL CONSUMER ADVERTISING TO HELP YOU
- FREE SALES PROMOTION MATERIAL
- MARKET PROVEN
- GENEROUS DISCOUNTS
- SHIPPED PREPAID
- FOR FULL DETAILS WRITE

Garden Products Division

Turfgrass Farm
4961 E. 22nd ST. • TUCSON, ARIZ.

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ating or production costs, which is, in turn, impossible without records of some sort that indicate what these costs actually are. A relatively high markup on nursery stock is justified by the perishable nature of the product and by the risks involved in production. Many retail nurserymen use a standard markup of 60 to 75 per cent, this markup, of course, being figured as a percentage of the selling price rather than of the cost.

Professor DeWerth stated, however, that it is not practical in present day operations to use the same markup for all stock. Usually, the lower the price of the plant, the higher the markup can be.

The retail nurseryman who buys all his stock has the advantage of knowing precisely what his costs are. Cost accounting, according to the speaker, has not been practiced well enough among nursery growers to enable them to estimate their costs accurately. As a consequence, nursery stock is priced too low in most cases.

Meeting Competition

Regarding retail sales policies, Professor DeWerth stated that, in general, it is always more profitable for the nurseryman—and especially the small nurseryman—to sell only high-quality stock. This commands the highest price and returns more profit per sale. The nurseryman cannot compete with volume outlets on price but he must manage his business in such a way that he can render service promptly and courteously, provide accurate and informative advice on plants and gardening and develop a reputation as the only qualified source for nursery products in his trade area. If this is done, little concern need be given to low-priced, poor-quality competition.

The assembled nurserymen enjoyed an evening smorgasbord, after which George Hart showed slides of the gardens of the leading rose hybridizers of Europe. William Biggs, Wolfe Nursery Co., Stephenville, Tex., opened the second morning session by introducing Ernest Wertheim, landscape architect, San Francisco, Calif., who discussed the design and layout of a garden center. The first problem is to determine what is to be sold, so that the areas of sales can be worked out. Then a site should be located after study of the potentials of the area as to customers, types of home, population and other factors.

He emphasized that the management of a modern garden center requires the services of skilled personnel. This makes the design and



YORK LANDSCAPING RAKE

Acclaimed by users as the most versatile landscaping tool available. Grades, levels, spreads topsoil . . . rakes out stones, roots, debris . . . mixes in fertilizer, completely prepares for seeding. Model RE rakes up to 8 ft. wide, fits any tractor with standard 3-point hitch. Other models for lighter tractors.

To further increase the YORK RAKE'S usefulness, one or more of these attachments may be added as required: SCARIFIER (rips up hard-packed soil, providing loose material for rake), caster wheels (help even inexperienced operators do a smooth raking job), blade (for ditching, terracing, light bulldozing, snow removal).



GET FULL DETAILS

—learn why the YORK RAKE is your best buy in landscaping equipment. Write for literature and nearest dealer's name.



Dept. N-97

PIONEER MANUFACTURER OF MECHANICAL RAKES

PRINTING FOR NURSERYMEN

Better Quality—Lower Prices
Prompt Service

Moisture-resistant labels, plain or printed, single or sheets for typewriter use. Wide variety, lowest prices.

Shipping tags, color broadsides, catalogs, price lists, order blanks, order books, stock records, gummed labels, blotters, salesbooks, distinctive stationery.

Letterpress and offset printing. Write for free samples and prices.

THE TINGLE PRINTING CO.
SINCE 1907 PITTSVILLE, MD.

A. M. LEONARD & SON

PIQUA, OHIO

Knives - Shears - Pruning Tools
Nursery Spades-Grafting Supplies
Write for Catalog

BORGO



A Borer Just Ain't
Safe No Place
Any More - - - Ugh!

1 qt., \$1.79 retail—

33% Dealer Discount

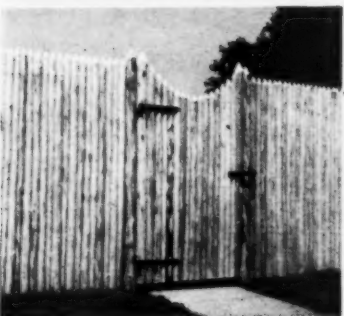
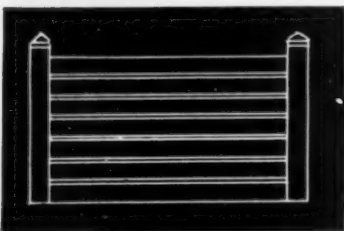
1 gal., \$4.98 retail—

33% Dealer Discount
F.O.B.

VERHALEN

NURSERY CO.

SCOTTSVILLE 12140 HARRY HINES BLVD.
TEXAS • DALLAS, TEXAS



ADD A LINE OF FARLEY FENCE TO MAKE PROFITS GROW!

Fencing is the ideal complement to a thriving nursery business.

Fills in seasonal lulls in early spring and late fall. Adds the finishing touch to landscaping. But—before you add any fence line, consider this: **ONLY FARLEY OFFERS THE LARGEST AND MOST COMPLETE LINE OF FENCES!** Styles

available in smooth redwood and cedar and rustic cedar.

All expertly constructed and priced right. Write now for full information!

Dept. AM
317 Davidson Bldg.
Bay City, Michigan



NAMSCO PEATS =

FINELY GRANULATED
HIGHLY ABSORBENT
TOP-QUALITY
CANADIAN AND
EUROPEAN

PEAT MOSS



SALES REPEATS

Prompt Shipments
"Hollandia" Burlap
SQUARES
REED MATS
for Coldframes

Write for Prices
State Requirements
NEW AMSTERDAM IMPORT CO.
120 Grand St., White Plains, N. Y.

Dutch and Domestic BURLAP PLAIN and TREATED

Established 1925
IMPORTERS—MANUFACTURERS
Distributors of Bird Pots,
Menne-Pots and Lerio Nursericans
J. SHORE & CO.
Chelsea, Mass.

Remember, **Ryan**
it's
**SOD CUTTERS THAT CUT SOD,
CULTIVATE, AERIFY AND EDGE**

CANS FOR GROWING (Unwashed) ANY SIZE

Send for Price List
and
Actual Size Required

**NEW JERSEY FARM SUPPLY
COOP. ASSN., INC.**
447 Market St.
East Paterson, N. J.

A Real Money-Maker
BIG TREE MOVER
Two Sizes—Fits Any Standard Truck
Write for details.
WILLIAMS & HARVEY NURSERIES
P. O. Box 8822 Kansas City, Mo.

layout important in that, with proper design, labor can be reduced and at the same time a pleasing atmosphere can be created for the customer.

Garden Center Operation

Philip Segelin, Segelin Garden Centers, Cleveland, O., followed with a discussion on the operation of a garden center. He gave five ingredients of a successful retail operation, which were: Good management, inventory control, advertising, correct pricing and merchandising ingenuity. All these factors require that the operator never relax. He should read what others do, go to trade meetings, support the trade organizations and continue to learn. If certain items do not move out in a certain period of time, the price should be reduced for quick sale, for it is expensive to hold merchandise too long.

The last afternoon of the short course was devoted to a panel discussion of problems in the marketing of nursery stock. It was brought out in the questions and answers that the industry needs better understanding and better cooperation between the various divisions of production and marketing. It was also shown that better grading standards are needed as well as better quality and that price should be based on quality rather than size.

TEXAS LAW DETAILS

A definite strengthening of the Texas nursery inspection law was accomplished May 27 when Governor Price Daniel of Texas signed house bill 237, on the occasion of which the photograph reproduced on a forward page was made.

The enlarged scope of inspection and control by the commissioner of agriculture, long sought by the nurserymen of the state, is designed to safeguard the buying public and prevent the sale of diseased, infected and inferior products. Enlarged responsibility given the commissioner to abate or treat affected stock or items is accompanied with prescribed authority to destroy them. Clarification and enlargement of the provisions for owners to treat diseased items and to make appeals are found in the new law while penalties are set for failure to act after notice is given.

A previous article providing for per diem and expenses for commissioner's employees was repealed, to be superseded by provisions in the state's new appropriation bill. Included also in the law was a series of definitions to apply to the various categories and individuals, including

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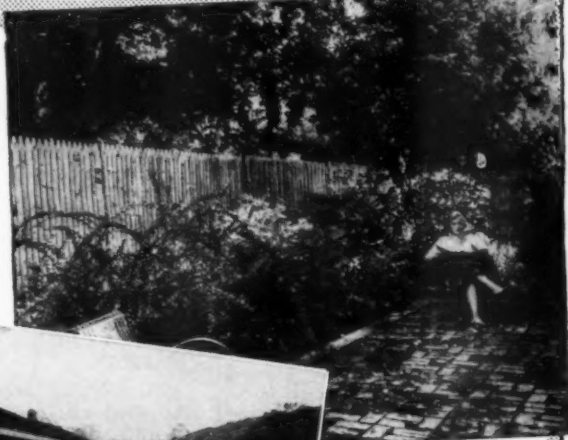
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2. Avoi
tion. Mr

Screen Type PICKET FENCE

... ADDS PRIVACY TO YOUR LANDSCAPING

Most homes need special screening against unsightly views, around play areas, swimming pools or for containing small animals. Form nice backgrounds for plantings. Dowel construction—easy to assemble. Stringers, posts and half-round palings all peeled, white cedar. Shipped K. D. or in 8 ft. assembled panels. Write for catalog giving heights, etc.



Also Catalog shows Old English Post and Rail Fences—2 to 5 rail—all types. Have installations throughout U.S.A.

Gates, Lanterns, Rustic Tables and Benches.

Shipped from Toledo or our W. Va. Yards.

WOOD PRODUCTS CO., Toledo, Ohio

nursery products and nursery stock, nursery grower, nursery dealer, nursery agent and florist. The bill became effective immediately.

CALIFORNIA REFRESHER

[Continued from page 61]

credit economy from a currency economy, Mr. Mendelsohn outlined the Bankamericard credit plan.

A plastic card similar to an oil company credit card is used for any type of purchase at stores which have signed up with the Bank of America for this plan. The advantages to the customer using the card include end of time-consuming filling out of forms to establish credit, end of credit investigations, and one statement per month payable by check. The customer can pay in full or make payments over a period of time on any balance.

Credit Card Advantages

From the nurserymen's standpoint, some of the main advantages are as follows:

1. He is put on a cash basis, since funds are immediately available upon his depositing the drafts from his current credit card sales.

2. Avoids expense of credit operation. Mr. Mendelsohn said that



**DEALERS
WANTED**

Kills Weeds

R-H Granular Weed Rhap-20

Ready-to-Use!

Kills Lawn Weeds, Water Weeds,
Cornfield Weeds

REASOR-HILL CORP.

Box 36 AN, Jacksonville, Ark.

often this is intangible and much more expensive than the nurseryman realizes.

3. The bank assumes the collection risks. This is nonrecourse to the nurseryman.

4. It can be used as a tool to build sales. As in so many other items the nurseryman should not ask what is the cost, but what is the profit. The customer is more likely to accept suggestions to purchase impulse items under this plan.

The costs to the nurseryman are a sign-up fee of \$25, a \$1 rental fee for the imprinter and a fee determined by the average size of the

sales transaction. The higher the transaction, the lower the fee. It will normally range between 4 and 6 per cent.

To give an idea of just how much of a factor this might be, Mr. Mendelsohn noted that since the operation began on September 18 of last year, 1,360,000 families have taken out credit cards. This is only in the bay area and neighboring central valley counties of California. Furthermore, the Bank of America is not the only institution in California offering such a plan. Thus, while this operation is in its infancy, its effect could be considerable. The

WANT TO INCREASE SALES WITH DIRECT MAIL?

Try DMCP*.

It can help you step up sales at pennies per "call." National in scope and local in operation, this service is a new, successful approach to direct mail selling. It has met with such great success that DMCP offices now are located in more than 25 major cities. There's one near you.

DMCP* is used with success in all fields. It sells industrial equipment and seeds . . . food and flowers . . . milk and insurance . . . the list is endless.

You'll find the full story of DMCP* and how it can help you in our book, "Modern Direct Mail." It tells how you can sell more with direct mail and provides you with cost data, case histories and information on how YOU can get started in a direct mail sales program. The book is yours if you fill out the coupon and mail it to us . . . or request a copy on your letterhead.

*DMCP means Direct Mail, Creation, Production. And to you, that means SALES.

DMCP Associates
1814-16 Jefferson Ave.
Toledo 2, Ohio
CH. 4-8316

T W X TO 372 U

Direct Mail
Creation Production

DMCP Associates
1814 Jefferson Ave.
Toledo 2, Ohio

Rush me my FREE copy of "Modern Direct Mail."

Name
Title
Firm
Street Address
City, Zone, State

interest expressed by the nurserymen was keen, as judged from the questions addressed to the speaker.

Promotion Plans

Alfred M. Pettler, of the Pettler Advertising Agency, which is directing the market development and public relations work of the California Association of Nurserymen, discussed the results of the recent state-wide cooperative promotion, the Can-Can Carnival. (For a complete review of the Can-Can Carnival see the June 1 issue of the American Nurseryman.) Mr. Pettler noted that while the recent promotion was a success, a great deal was learned from it to apply toward future promotions.

Mr. Pettler announced some of the final statistics of the Can-Can Carnival. There were 6,680 inches of paid advertising by nurserymen throughout the state. In addition, there were 17,626 inches of free publicity. To complete his summary of results, Mr. Pettler noted that in return for the relatively small cost for a promotion kit, the association had received, conservatively, \$48,618 worth of advertising throughout the state. This is what can be done through cooperative promotions; the advertising dollar buys hundreds of times more than if one tries to do a promotion such as this one's self; in addition, the state-wide impact has value.

Because of the results of the first promotion and the enthusiasm for such ventures in the future, Mr. Pettler announced that not only would there be a second annual Can-Can Carnival at the same time next year, but there would be a fall promotion this year.

Fall Hoedown

The fall promotion was explained by Martin Rockey, of the Pettler Advertising Agency. He announced that following the same proven principles, the next promotion would be held during the second peak season of the year. It is tentatively scheduled for October 16 to 25. This is a central starting point of the season throughout the state, perhaps a little early for some, a little late for others. The period is right after pay day and, in addition, includes two weekends.

Mr. Rockey pointed out that how much the individual nurseryman received from the recent Can-Can Carnival was probably dependent upon how much he put into it. It is to be expected that just as the individual campaigns of the Cudaback and Egger Nurseries mentioned earlier be-

LANDSCAPING BOOKS

Landscaping for Modern Living
Sunset Magazine. \$2.00

Grounds Maintenance Handbook
By H. S. Conover. \$10.75

The Art of Home Landscape
By Garrett Eckbo. \$5.95

Gardens Are for People
By Thomas D. Church. \$10.00

Lawn and Landscaping Handbook
By Thomas H. Everett. \$2.00

Ground Cover Plants
By Dr. Donald Wyman. \$4.75

Landscape Sketching
By Arthur Black. \$5.75

Shrubs and Trees for the Small Place
By P. J. Van Melle. \$3.00

Order from

AMERICAN NURSERYMAN

343 S. Dearborn St. Chicago 4, Ill.



**HY-GRO
SOLUBLE
FERTILIZER**

Now 50 lb. poly-lined bag
at 100-lb. price. 50 lb. for
\$10.00

at your wholesaler or
Plantabbs Corp., Balto 1, Md.

BURLAP

Various Sizes
Write for prices and samples.

STERLING BAG & BURLAP CORP.
41 Carolina St. Buffalo 1, N. Y.
Phone: CL. 9359

BALED SHINGLE TOW
(CEDAR SHAVINGS)

WM. A. JOHNSTON

1522 N. W. Thurman St. PORTLAND 9, ORE.

INVESTIGATE

HUMIDOMIST

System for Intermittent Misting

MANY IMPORTANT ADVANTAGES

Write for Circular 577A

SUPREME ELECTRIC PRODUCTS CO.

194 Vassar St.

Rochester, N. Y.

gan to snowball, so will the group promotions pick up momentum and begin to be looked for and anticipated by the public.

The fall promotion will be called the Gardeners' Hoedown of Nursery Values. Again, the C. A. N. initials will be prominent in all materials, which will feature the slogan, "Calling All Neighbors, Gardeners' Hoedown of Nursery Values." Mr. Rocky explained how the theme and parts of it had been arrived at and outlined the general publicity, supplier aid and nurserymen aids which could be expected. He showed how the kit had been improved and announced the addition of lapel badges, truck signs and bumper strips. In addition, there would be direct-mail pieces and additional supplies available, since there had been so many requests for this. A complete step-by-step plan of how to utilize the materials effectively will be provided. It will include suggestions as to percentage of sales to allocate to advertising and promotion.

Materials Shown

The stage was decked out in a colorful display of the materials to be used in the fall promotion, as well as a collection of tear sheets used during a recent promotion, to give nurserymen ideas for their own use in the future.

An impromptu speaker was Leonard Etter, Suncrest Nursery, Phoenix, Ariz., who was attending, with William Hipkind, Berridge Nursery, Phoenix. Mr. Etter explained the workings of the cooperative advertising carried on in the Phoenix area. He explained how the extremely high newspaper rate in the area made it expensive for the nurserymen to advertise individually. Cooperatively they took full-page ads. Mr. Etter paid tribute to the Morgan-Rayburn Advertising Agency, which put together the individual ads submitted into a pleasing and effective format in order to get the full-page rate.

A second problem was that most of the usual cuts supplied by the services applied to the east or were out of season for the Arizona area. Therefore, the agency set up a fund whereby the nurseryman brought in a plant and an artist drew a picture of the plant. Rather than the usual bold-face lettering, these cooperative ads drew attention through pictures. In fact, Mr. Etter noted that their advertising has become known as the advertising page with the pretty pictures. A library of engravings of these ads is being developed and copy is being reworded for use in

MAKE SPRAYS PAY

Profit now from these
fast-selling Pratt insecticides



**PRATT'S LIQUID
ROSE SPRAY**

A one-package insecticide-fungicide concentrate that will not clog a nozzle. Controls all common garden insects, Black Spot and powdery mildew on roses, Leaf Spot on mums, rust on snapdragons and many other diseases. Dilutes 1 to 200 for insects, 1 to 100 for fungus.

Retail	Packed	Dealer
8-oz.	12 to case	\$10.80
1-pt.	6 to case	9.00
1-qt.	6 to case	16.50



**PRATT'S SPRAY
FOR EVERGREENS**

This new spray controls all common insects affecting evergreens, shade trees and ornamentals. Kills Aphids, Bagworm, Japanese Beetle, Juniper Webworm, Leaf Hoppers, Leaf Miners, Red Spiders, Mites and many others. Contains Lindane, Malathion and DDT. Dilutes 1 to 200.

Retail	Packed	Dealer
8-oz.	12 to case	\$10.80
1-pt.	6 to case	9.00
1-qt.	6 to case	16.50



**PRATT'S
72% CHLORDANE**

This versatile insecticide concentrate gives customers an easy do-it-yourself way to control termites. Many uses for household and garden pests, especially ants. Contains 8 lbs. Chlordane per gallon.

Retail	Packed	Dealer
4-oz.	12 to case	\$ 9.00
1/2-pt.	12 to case	14.40
1-pt.	6 to case	12.92
1-qt.	6 to case	20.34

Prices slightly higher west of Mississippi River.

These products are also available in larger sizes.

Write for prices on the complete Pratt Line.

B. G. PRATT CO., 189 TWENTY-FIRST AVENUE, PATERSON, N. J.

Good sprays



to use and sell

ADAIR'S MONEY-MAKERS
Tree Diggers — Root Pruners
Special Cutter Blades

CHARLES ADAIR CO.
1225 Cottage Grove Ave.
CHICAGO HEIGHTS, ILL.

HOW TO BUILD GARDEN STRUCTURES

By Henry B. Aul.
Grills, fireplaces, outdoor kitchens, lounges, storage walls, garden walks, pools, terraces, benches, arbors, fences and fountains. 200 designs and plans. 324 p. (1950). Price, \$3.50, postpaid.
AMERICAN NURSERYMAN
343 S. Dearborn St. Chicago 4, Ill.

BORG



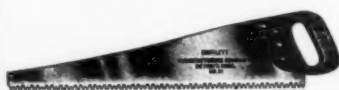
**A Borer Just Ain't
Safe No Place
Any More ... Ugh!**

1 qt., \$1.79 retail—
33 1/3% Dealer Discount
1 gal., \$4.98 retail—
33 1/3% Dealer Discount
F.O.B.

VERHALEN

NURSERY CO.
SCOTTSVILLE 12140 HARRY NINES BLVD.
TEXAS DALLAS, TEXAS

BARTLETT TREE PRUNING TOOLS MAKE EVERY JOB EASIER, FASTER



No. 41 Tuttle Saw

Especially designed for large cuts. Extra-large handle. 20 and 24-in. blade lengths. \$6.95 and \$8.95.



No. 124B Utility

For fast cutting. Big, husky teeth, 4 points per inch. Easily sharpened. 24-in. blade. \$8.00.



No. 127 Paragon

Bartlett all-purpose pruning saw, 6 points per inch. Available in 18, 22, 24 and 26-in. lengths. \$4.85 to \$6.20.

All prices delivered in U.S.A.
Write for new catalog No. 39.

BARTLETT MFG. CO.
3038 E. Grand Blvd. DETROIT 2, MICH.

"WE" Combination Tree Trimmer and Pole Saw



Two complete tools—heavy-duty tree trimmer (1½-in. capacity) and fast-cutting pole saw, each 14½ ft. long. Consists of pruner and saw, each with 30-in. head section and two 72-in. pole sections. Pole also available in 4 and 8-ft. sections. Quickly assembled and disassembled. Total weight 5 lbs. Easily carried in small car. \$35.00. Additional pole sections extra.

Bartlett Tree Paint

Protect all pruning wounds with this especially prepared pruning compound. Comes in ½-pint, 1-pint, quart and gallon cans; 5-gallon drums.



**WE PAY
FREIGHT**
150 lbs.
or more*

SARAN SHADE MATERIAL

ALL SIZES—STOCK WIDTHS 6 ft., 10 ft., 12 ft., and 20 ft.

ARMEX

COLOR	THREAD COUNT	CALCULATED SHADE	ACTUAL SHADE	COST PER SQUARE YARD			
				50 YARDS PER 100'	1-400 Sq. yds.	500-999 Sq. yds.	1,000 & Over Sq. yds.
Green	10 x 10	35%	30%	350	25¼¢	25¼¢	24¢
Green	12 x 10	46%	47%	332	27¼¢	27¼¢	25¼¢
Green	12 x 10	52%	51%	309	29¢	28¼¢	27¼¢
Green	14 x 10	67%	57%	272	30¼¢	30¢	28¼¢
Green	14 x 12	73%	63%	265	34¢	33¼¢	31¼¢
Green	18 x 14	81%	73%	215	41¼¢	40¼¢	38¼¢
Green	20 x 14	90%	76%	207	45¢	44¢	42¢
Green	Lath Stripe	90%	74%	158	43¼¢	42¼¢	40¼¢
Natural	12 x 12	26%	18%	322	31¼¢	30¼¢	29¼¢
Natural	18 x 14	32%	27%	231	41¼¢	40¼¢	38¼¢

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WOOD LABELS

For Nurserymen

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different sizes. The speaker said the public is aware of the nursery industry for the first time. Unsolicited compliments on the program are being received. The full-page ads were later put on exhibit at the refresher course.

Promotion Planning

Mary Lynn, Mary Lynn & Associates, continued the promotional theme but asked, "Why use a crystal ball?" She advocated that planning was the key to successful promotions. She outlined the reasons for promotions as follows: Bring in new customers, renew former ones, reduce inventory and provide continuous results.

As types of promotions she noted the grand opening, garden clinic, open house, sale and special event.

She advocated not just a promotion but a spectacular promotion. The requirements for a spectacular promotion are: Planned merchandising, planned advertising, planned publicity, planned traffic builders and informed, enthusiastic sales personnel.

She stressed the need for coordinating all the elements in order to make it a successful promotion. She pointed out the great possibilities at hand for merchandising and publicity, of which the nurseryman was probably not aware. For example, perhaps he has rare plants about which the local newspaper would be happy to run a story. She suggested keeping in touch with the local media about future articles they might be having so that one could tie in with advertising. As an example of the grand opening, she referred to Trick's Nursery & Florist, Santa Maria, which was remodeled recently (see the May 15 issue of the American Nurseryman). Miss Lynn displayed tear sheets from successful and novel grand openings and spectacular promotions. The one that had the nurserymen talking to themselves was the sign which listed the following figures: \$60,000—investment in nursery; \$60,000—advertising expenditure; \$60,000—profit for 1958.

Selling Aids

Jack Wick, assistant executive secretary of the California Association of Nurserymen, spoke of wholesale growers' efforts in adding sales appeal to plants. He noted that manufacturers of almost any other product all help their retail outlets sell their products. They do not just create the product, then expect the retailer to carry the load from that point. They also help create the demand. This demand is created, main-



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Special Shade Fence — 58 to 60 per cent Shade
Standard Snow Fence — 43 to 46 per cent Shade

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**WINDBREAKS
SHADING
ENCLOSURES
LATH HOUSES**

Write for
specifications
and prices

HONESDALE, PA.

tained and increased by the constant efforts of the producer to make his products more appealing and better known to the public. This desire by the public is made stronger by better products, better packaging and improved labeling and display. Almost all of these improvements are made by the producer.

The nursery industry has had less producer effort to promote its products to the public than most industries. However, in recent years there has been a noticeable and desirable movement toward giving more help to the retailer in moving his plants. Mr. Wick recognized the fact that the segment of the industry which deals with garden supplies and allied lines has done a great deal in manufacturer promotion and excluded them from his discussion.

Mr. Wick cited the All-America Rose Selections as an outstanding example in promoting plant prod-

ucts. Even here there is a great deal more the retailer can do to tie in with this successful grower effort to create a demand. He cited many other areas in which there is now a public interest due primarily to the growers' efforts.

Yet developing better and healthier plants is only one action the grower has taken. Many growers have taken financial risks in bringing into use the U. C. system for canned stock, which from the retailers' standpoint makes for a lightweight, uniform product relatively free of weeds, which therefore makes his plants more palatable to the public. He also cited other items, such as crimped cans, plastic pots, foil containers, peat moss pots and other items pioneered by the grower for the benefit of the retailer. In addition there have been many ideas, gadgets and tools tried by the grower and found not suitable.

Specific items of direct retailer support by the grower are evident in the many illustrated descriptive catalogs, leaflets, brochures, mailing pieces and picture labels. These definitely sell plants for the retailer. The retailer should ask himself if he is using all these aids to his own best advantage.

Itsuo Uenaka, Cupertino Nursery, Cupertino, agreed with Mr. Wick that the wholesaler has done a great deal; however, he stated that he did not come to praise the wholesaler or the retailer, but to criticize, because he felt so much more could be done.

Plant Difficulty

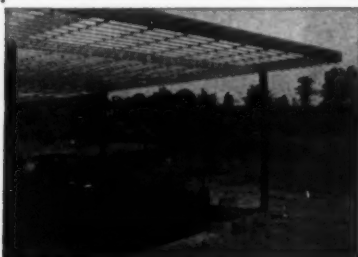
He pointed out that it is difficult to promote plants, compared to television sets and automobiles, because the public is usually not able to differentiate between the plants so easily. He felt that the nurseryman could not and should not promote all

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plants. While noting that retailers in general benefited from All-America Rose Selections, he wondered if all in the audience had benefited from them. He had not seen much attempt to capitalize on the publicity given camellias in a similar manner.

Mr. Uenaka acknowledged all the discussion recently about increasing the traffic to the nursery. He wondered, however, how many were really obtaining the maximum sales from those who already respond to advertising. He advocated showing how to use plant materials in practical situations, for example, a planting of a corner location, a flower bed underneath a window or display gardens. The customer should know the nurseryman is an expert.

Mr. Uenaka wondered just how many nurserymen take advantage of the ideas presented during the refresher course. He felt that many were afraid to use their own ideas, much less take on new ideas of others. He acknowledged that while the nursery industry is progressing, it is not progressing fast enough.

The speaker was questioned about the effect of the new Woolworth garden store, which is quite near his nursery. He said that on the week-end of the spectacular Woolworth opening his nursery had also enjoyed a good week-end. He intends to maintain the same mode of operation, offering the same service. Some types of people will always be 5 and 10-cent store shoppers, while others will seek delivery and service. The important thing for the nurseryman is that he must not choose to sit on the fence.

"I love plants—but I love money more," stated Chuck Vogels, Chuck's Nursery, Covina, in continuing the discussion on adding sales appeal to the plants. If a nurseryman tries to be a Jack-of-all-trades he will probably be the master of none. Be he propagator or grower, he is probably not the designer of advertising. He noted that the retailer has much help from the grower along these lines, citing the labels, brochures, leaflets, etc. He pointed out how a plastic card identifying the growing plant helps the salesman avoid that pause when questioned, which may destroy the buyer's confidence and cause the loss of the sale. Mr. Vogel's suggestion that there should be uniformity among growers' major signs, labels, containers, etc., drew a lively discussion.

Use of Eye Appeal

To increase eye appeal he suggested that large specimen plants be displayed alongside the container stock,

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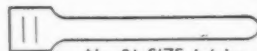


Green's Tractor Hoe will save you time and money. One man can do the work of many. Fits most makes of tractors.

Send for free literature.

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TAGS FOR NURSERYMEN



No. 21 SIZE 1x6 ins.

TREE AND SHRUB TAGS

Made of heavyweight, strong, water-resistant tag stock. Furnished 10 tags partly attached for use in typewriter.

Per Thousand	Manila	Colored
1,000 to 4,000\$1.90	\$2.80
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Colors: Yellow, Red, Blue, Green, Orange and White. Colors may be combined for quantity price. Minimum 1000 each color.

Net 30 days, F.O.B.

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Free delivery for check with order.

Write for price list and samples.

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MIST PROPAGATION NOZZLE—finest ever developed—wide coverage—flat plane of mist. Spaced 3 ft. apart—drilled and tapped holes— $\frac{3}{8}$ -in., 1-in. or larger pipe. Sample postpaid \$1.00. Satisfaction guaranteed. Send for your sample today.

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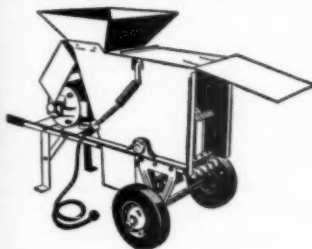
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ROOT

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BETTER SOIL PREPARATION FOR LESS WITH KEMP

The KEMP outstanding service record is well-known among professional growers and has been for two-thirds of a century. Features pioneered by KEMP are today accepted as standard. A KEMP has fewer parts to wear and get out of adjustment like the feature of all shredding teeth being stationary. This has proved one of the big features that keep the KEMP on the job instead of in the repair shop. The KEMP improved principle of soil shredding (not grinding) aerates and retains the moisture and nutrients for better yield.



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KEMP capacities range from 2 to 40 cubic yards per hour. Learn more about the complete KEMP line. New illustrated, informative catalog now ready—send for your copy today.

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KEMP Model 6-0 soil and compost shredder is widely accepted as an aid in shredding old discarded stalks, vines and plants for the compost pile. The KEMP 6-0 shreds soil perfectly for both bench and potting in addition to accelerating the decomposition of materials for composting.

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By P. P. Pirone

Originally published as Maintenance of Shade and Ornamental Trees, now reset and completely rewritten to bring it up to date. Contains new material and illustrations. Covers how to transplant, fertilize, prune, brace and spray. Modern machinery suggested.

Explains methods of detecting tree troubles. Summaries of tree diseases and insects. Trees suitable for various locations. 483 p. 3rd edition. (1959).

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AMERICAN NURSERYMAN

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ROOTSPRED TREE PLANTERS

Plant seedlings on rough land: Steep, stony, brushy, heavy sods, at 10 times the hand rate and with better survival.

Two models: Standard at \$365 and the M-55 at \$245 for easier sites.

Write for details.

ROOTSPRED
ST. PETERSBURG, PA.

so the buyer can see what the plant will look like later. The retailer can either buy, grow his own or borrow such specimen plants. While his nursery had hesitated like many others, it is now, for the first time, ordering all its roses in attractive packages. These have eye appeal for the customer and convenience for the nurseryman. He just hands them to the customer, his only other effort being to ring up the cash register.

Mr. Vogels said that the sales helps provided by the growers are of great value to the retailer. He said that he for one would be willing to pay for some of this help.

Elmer Merz, executive secretary of the California Association of Nurserymen, touched off a lively session of the sale of nursery stock through non-nursery outlets. Mr. Merz pointed out that changes in buying habits had not been a product of the past few years, as most people think, but the real trend began in 1930 and is just catching up with the nursery business. The first major move was the establishment of chain stores, which sold mainly food at first. The evolution of the market place as earlier discussed by Mr. Goldman resulted in the present giant supermarkets, where now nonfood items often outnumber food 3 to 1, with the sales of nonfood items increasing 10 times as fast as food. Generally these items need no personal selling and are easily and attractively displayed.

Profit Margin Attracts

Why does the nursery industry attract these outsiders? The nursery industry is no longer a simple industry. It is no longer a simple industry and it is no longer only a producer. It is a highly commercialized industry. With the increasing population, increasing disposable income and the continuing surge of home building and the expansion of outdoor living, the nursery and garden supply field looks attractive. Mr. Merz referred to the comment of an executive of a leading food chain who stated that if marketing research showed that expansion into a certain nonfood field would prove profitable and sound, marketing policy would be changed accordingly. It is difficult to raise prices of food items, and the profit margin is extremely small. Therefore, the chains try to build their profit margins by taking on other lines, and the nursery field, with its higher markup, looks attractive.

Mr. Merz pointed out that while this is a common viewpoint at the present time, there is also the other

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Please rush me free folder on professional uses of Terra-Lite Brand Vermiculite.

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Power equipped—choice of electric or gasoline (\$96 less power) for Model A (above). Larger Model 2-G (top illustration) is \$189.50 with 3-hp Briggs & Stratton engine. Prices f. o. b. Wichita. Larger model available.

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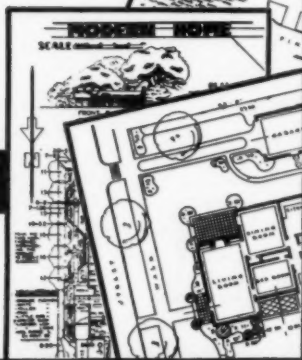
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SHRUBS AND VINES FOR AMERICAN GARDENS, by Donald Wyman.

Planting guide for florists and nurserymen. **\$8.00.**

American Nurseryman

Chicago 4, Ill.

side of the coin to be considered. these supermarkets, turnover more important than the profit margin. The markets want to get out a slow seller as soon as possible, and when this happens to be a specialized nonfood item, they must move it down drastically. The ordinary and good supermarket items are usually sold in volume, can be used quickly, are moderately priced, are easy to carry out, are presold and are attractively packaged. Therefore, Mr. Merz predicts that markets will find nursery stock unprofitable. He feels the trend will turn, and people will go where they can get service and advice.

As more non-nursery outlets tap into nursery stock, they will be competing only on a price basis among themselves; they cannot compete with the nurseryman except on a price basis. Mr. Merz referred to recent surveys which showed that over 75 per cent of all plant material sales are made in nurseries, almost 80 per cent of the cases, reputation of the nurseryman is a dominant factor. He pointed out that there are two bases of merchandising—price or quality and service. The nurseryman must make his choice soon as to which philosophy he intends to follow in his particular business.

Suppliers' Side

Three speakers followed Mr. Merz to give the wholesalers' view of the manufacturers' reasons for supplying these non-nursery outlets. Mr. Moore, Jackson & Perkins Corset Co., California, Pleasanton, stated that his firm had been selling to nursery outlets since 1900. It now has a market for its No. 2 roses. Mr. Moore stated that it long ago determined to advertise nationwide and to stimulate the demand for roses throughout the United States. Chain stores have like roses because they are attractive, easily displayed, take up little space and have a rapid turnover. Furthermore, they give the consumer something attractive right at Christmas, and this fills a need to keep all floor space active. As a striking example he cited a chain of 15 stores in Los Angeles, which sold 25,000 roses in two weeks.

Mr. Moore stated that his firm is trying to build a brand name, and a supermarket is the ideal place to do this. He contended that nursery people will be inclined to purchase their first rose, likely a No. 2, in the supermarket. From this they will become interested and perhaps they will read about the new American Rose Selections and be an in-

MENNE PEAT POTS

Nurserymen Prefer...

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**Low Cost - Light Weight - Pre-Sterilized
Compact - Plant Pot-and-All - Plants Grow Faster**

Once you use a MENNE PEAT POT you'll never buy anything else. These top-quality domestic made peat pots save you labor of transplanting to field or bench. No labor and time wasted in storing pots. MENNE PEAT POTS also eliminate transplant shock and promote faster, stronger growth. You're sure to get top prices and more satisfied customers. For bigger profits next season, order your MENNE PEAT POTS today!

**SAVE TIME SAVE MONEY
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Please send me complete sample set of Menne-Pots and Menne Peat Pots. I enclose \$1.50 AN 7-1

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1 1/4" Square	2 1/4" Round
500 to 17,500 \$ 7.00 M	2,000 to 18,000 \$ 7.25 M
18,000 to 72,500 6.50 M	20,000 to 74,000 6.75 M
73,000 and up 6.00 M	75,000 and up 6.25 M
500 per case — 30 lb.	2,000 per case — 32 lb.
2 1/4" Square	3" Round
500 to 18,000 \$11.00 M	1,000 to 9,000 \$13.25 M
19,000 to 74,000 10.25 M	10,000 to 49,000 12.25 M
75,000 and up 9.50 M	50,000 and up 11.00 M
500 per case — 36 lb.	1,000 per case — 28 lb.
3" Square	4" Round
500 to 9,000 \$18.25 M	500 to 2,000 \$29.25 M
10,000 to 49,000 17.00 M	2,500 to 9,500 26.75 M
50,000 and up 15.75 M	10,000 and up 25.25 M
500 per case — 30 lb.	500 per case — 30 lb.
Freight Allowed on 150 Lbs. Or More Prompt shipment guaranteed on all orders.	4" Azalea
	500 to 2,000 \$28.75 M
	2,500 to 9,500 26.75 M
	10,000 and up 24.75 M
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...with less work**

Send for a sample set of Menne-Pots and Menne Peat Pots today

MENNE-POTS
NORTH TONAWANDA, N. Y. LUdlow 4444

go out and buy a winner. At this age of their interest they will probably be a customer of a nursery. However, he disagreed with Mr. Moore that the only way a supermarket can compete is in price. As roses are packaged roses are concerned, to markets can compete in quality. They are selling No. 1 grade.

Moore pointed out that the nurseryman has the same production cost for a No. 2 as a No. 1 rose. If all the No. 2 roses were destroyed the price would have to be boosted way up on the No. 1 grade. There is no other way to get rid of the No. 2 roses, but a return and actually make a profit. This is sound business practice.

Route To Follow

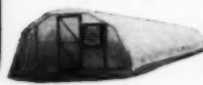
Carl Perlstein, Nurserymen's Exchange, San Francisco, said the main problem of the retail nurseryman is how can he get his share of the market? He suggested that the nurseryman analyze how the chain stores are getting their share. The nurserymen should meet the price competition of the chains on certain lines. The nurserymen should follow the example of increasing traffic by more promotion and advertising. He noted that credit cards would be an increasingly dominant fac-

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PLASTIC HOUSE

**PRACTICAL! VERSATILE!
SIMPLE!**

**Replace Your Hot Beds with a
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No Paint—No Glass to Break
Prices Start at \$285.00
16' x 47'6"

SAVES LABOR: Eliminates transplanting. No ventilation worries.

GROWS BETTER PLANTS: Prevents diseases and eliminates insects.

CHEAPER than hot bed materials.

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tor in retail business and, used properly by the nurserymen, can be of great benefit.

Similarly, the nurseryman should look at the efficiency, the display and other accomplishments of the chain stores, give them credit for operating efficiently and follow their example. The chain store competition will go ahead and at an increasing rate. He noted that some nurserymen consider boycotting a supplier who is selling to non-nursery outlets. However, Mr. Perlstein pointed out, the nurseryman in so doing is only hurting himself, because for every "No" he gives to a salesman, some other outlet must be found for the goods.

Virgil Goldman returned to the

rostrum and again stirred the assembly with his thought-provoking comments. He voiced the opinion that the problems of the nurserymen cannot be solved collectively in groups or meetings, that each person must decide some things for himself. However, he felt that these discussions did provide food for thought.

Changing Practices

Mr. Goldman reflected that in 1900 the nursery business was really farming, with trade carried on by barter. Then came the general store, incorporating some hardware items. This became a hardware department. Soon hardware became a specialized field of its own, with in-

save time, money, and inconvenience get all your NURSERY LABELS from

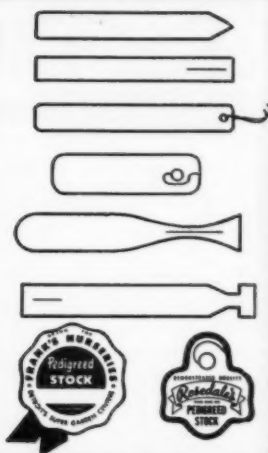
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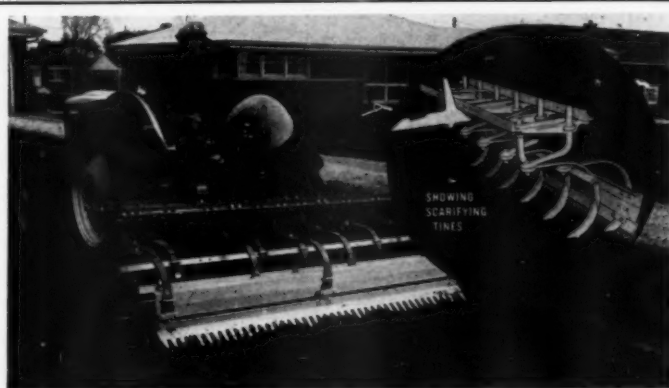
dividual stores. Then in the '30's nurseries began to add tools and supplies. They actually usurped these lines from the hardware store. Here Mr. Goldman dropped the bombshell: What right does the nurseryman have to complain when the situation is now reversed?

The modern nursery business was born after World War II, and at that time supermarkets came into their own. Now, in nine years' time, these outlets have incorporated hardware and nursery items. Is this, or is it not, progress? Is it not a natural evolution? Whether one calls it progress or not, it is inevitable.

Making reference to the earlier discussion that the nurseryman is an expert and that the non-nursery outlet cannot compete with him because of this, Mr. Goldman asked, "How long does it take to become an expert? How did the nurseryman start out? How did he become an expert?" When someone handling garden supplies in a supermarket is constantly asked questions, he will learn the answers. Therefore, the person who is a thorn today will be an expert in five years.

John Pleich, Flowerland Nursery, Albany, arose to voice the retail nurseryman's side. He stated that all the retail nurseryman has a right to ask is that the wholesaler offer the same merchandise at the same price and terms to the retailer as to the non-nursery outlet. Mr. Pleich stated that the nurseryman had a right to object if the wholesaler sold to the nurseries at the prices in the catalog and then, after saturating this industry, turned to other outlets and cut the price or sold on consignment and made other arrangements to unload merchandise.

Charles Paine, graduate student, department of landscape manage-



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No need to own or use plows, disks, blades, drags or harrows to complete the job. One man does it all quickly, efficiently and perfectly . . . and at tremendous savings in cost for labor and equipment.

The Roseman Tiller-Rake gives excellent results in reconditioning cinder running tracks, ball diamonds and recreational areas. Also used in nursery, plant growing and soil fumigation work.

Models to fit most tractors. Specify make and model of tractor.

Write for descriptive literature, price and availability today on this money-saving tool.

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NEMADRENCH

A new soil fumigant for control of nematodes. Can be used on established plants such as roses, azaleas, etc.

Per gallon

1 gal. \$8.50
4 gals. 8.25
5-gal. cans 7.85

F.O.B. Elkton

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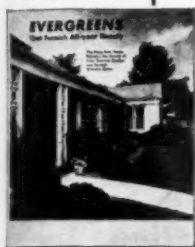
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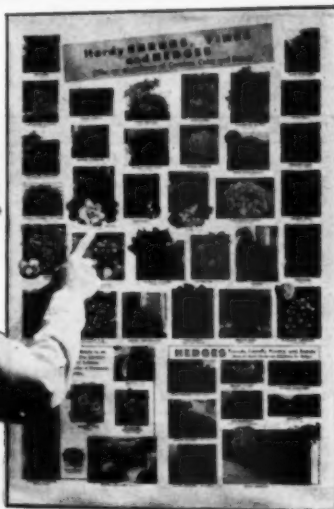
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ment at the Davis campus of the University of California, offered a slide presentation showing preliminary findings of a survey of nursery sales through supermarkets and variety stores. The survey asked such questions as what kinds of plants are sold?, how many are sold?, are sales increasing?, how does this plan affect nurserymen? and what is the wholesalers' viewpoint?

Seventy-five per cent of wholesalers interviewed stated that they preferred to deal with nurseries. But in answer to the question why they dealt with others, they cited several reasons. Prompt payment was the biggest item; following that were volume purchasing, easiness to please, merchandising and promo-

tional ability used, speed of turnover and ease of delivery, usually large orders to one central location.

Of 84 wholesalers responding to the survey, 52 sold to supermarkets and variety stores; 32 did not; 41 planned to increase their sales to these outlets; 28 did not plan to sell to them in the future; 11 expressed themselves as against this practice; 32 sold less than 10 per cent of their volume to this type of outlet; 7 sold more than 50 per cent.

The survey turned up an interesting comparison between sales by supermarkets and variety or departmentalized-type stores. A study of the sales of roses showed that supermarkets sold an average of 45 per week, or about 530 per season per

store, these including about 12 times more No. 2 than No. 1 roses. In a study of three downtown variety stores in San Francisco, located next to each other, there was a different story. The three stores sold a total of 21,000 roses during the season. However, one of these stores that promoted heavily sold 17,000 of these, or about 1000 a week; 75 per cent of the roses sold were No. 1 grade. These roses were as fine as any that could be purchased in a nursery, being delivered three times a week. They sold for 98 cents.

Anyone lulled to complacency with the thought that what is true for packaged roses is not true for other nursery stock should take heed of the fact that this same store is

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marketing 10 varieties of packaged shrubs in the same way.

Training Study

Dr. Orville Thompson, department of education, University of California, Davis, reviewed a study "Training Requirements of Workers in the Production and Distribution of Nursery Plants." This survey of 286 nurseries revealed that 80 per cent were retail nurseries, 40 per cent of the nurseries were less than 10 years of age and over 50 per cent had been in operation less than 14 years. About 20 per cent would be classified as specialized nurseries.

Forty per cent of the nurseries had three or fewer employees, 60 per cent had six or fewer and 90 per cent had less than 30 employees. Forty per cent of the nurseries have expansion plans; 25 per cent plan to increase the number of employees in the next few years. The survey indicated that the salaries at the different levels in nurseries were comparable to, though slightly lower than, those in other industries.

Salesmanship was the type of business education most needed by nursery workers, and plant identification was the most necessary indicated technical training.

Seventy per cent of the nurseries said they would employ students; 40 per cent said they would employ students over vacations. Seventy per cent were interested in having students as trainees in their nurseries; 93 per cent said they would be happy to have them in their nurseries as observers.

This survey gives those at the university information on what to teach the students and also enables them to tell the students more about the nursery industry. What does this survey offer the nursery industry? It will help provide more qualified employees. It will get people more interested in nursery work and horticulture in general.

After a barbecue dinner the first evening, a plant forum was held at the horticulture department. There was a packed and attentive house as new plants were introduced.

It was generally agreed that this was the most stimulating refresher course yet held. The committee developing this program was made up of Peter Mordigan, San Fernando, chairman; Don Dillon, Mission San Jose; Walter Tecklenburg, Lodi; Howard C. Brown, Cal Poly, and Jack Wick, Sacramento.

OPENING was held recently of a garden center addition to the G. Mizuki Nursery, Seattle, Wash.

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LATE LANDSCAPE REPORTS

Supplementary details of the spring season in the landscape field, helping to round out the reports published in the June 15 issue, are given in the following letters:

From Dayton, O., John D. Siebenthaler, president of the Siebenthaler Co., writes: "It looks as though we will be a little ahead of last year, with the increase being in the garden store operation, and a slight decrease in landscape."

"This was caused mainly by the lack of proper material—much of which we lost during the severe winter we experienced—and an increased number of 'low-price' jobs (occasioned by the loss of plant material on residential properties) that required spotty planting of individual specimens. All of this took time away from larger, more profitable jobs, which meant proportionately higher labor costs to the volume of income."

"Then, too, we were late getting started on landscaping because of the late spring and the above-normal rainfall in March and April. The weather seems to be straightened out now, and we have, I believe, considerably more orders ahead that will run into the summer and extend our season to make up for the late start in the spring."

Massachusetts Spring "Hectic"

"It has been a hectic spring," writes Harold D. Stevenson, Harold D. Stevenson Landscape Service, Rockland, Mass., "late in starting and with no rhyme nor reason to time of bloom. Forsythia almost lasted over to tie in with spiraea, rhododendron, late azalea and lilacs. Winter damage on rhododendrons, kalmia, ilex, cotoneaster and many others was severe and made many replacements necessary."

"Regardless of this, it has been a season of excellent business activity and should be a profitable one in spite of winter damage losses."

ROSE RESEARCH GROUP

[Continued from page 14]

breeders from the United States and abroad who have visited the rose nurseries in east Texas. The difficulties of rose breeding were told, especially the fact that even for those who are experienced hybridizers, it takes about 10,000 seedlings from rose breeding for each new variety which proves acceptable for commercial production.

Credit was given the Tyler Municipal Rose Garden and its staff in a comparison report on that garden with other famous rose gardens of

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Poly-laminated
inside and outside
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More than
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MORE CUBIC FEET—GIVES MORE COVERAGE

PREMIER Sphagnum	6 cu. ft. 40 to 50 lbs.* covers 72 sq. ft. One inch deep	SEED PEAT OR HUMUS	2 cu. ft. 30 lbs.* covers 24 sq. ft. One inch deep
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Weather protected bags
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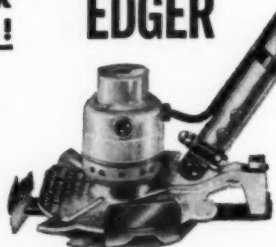
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the world. The latest report from the Tyler rose garden indicated that it now has about 27,000 bushes in more than 400 varieties.

Cooperation with research workers in other places was mentioned together with acknowledgment that much time, labor and materials had been furnished by the nurseries and chemical companies interested in the projects.

TREE FIRM ADDS OUTLET

Weston Plantland, Weston, Mass., was recently opened by Arthur Gaklis, operator of Gold Star Xmas Tree Export Co., Weston, a firm that has exported Canadian-cut Christmas trees for the past nine years.

The new cash-and-carry nursery outlet, located near Boston on route 30 near the entrance to the Massachusetts toll road on route 128, is situated on three acres of display area having a 500-foot frontage. The firm will specialize in the sale of evergreens. Saturdays and Sundays, a landscape consultant is available for advice on planting problems.

ROSE FIRM EXPANDS

A report received from Hand Rose Farms, Tyler, Tex., states that last November 15 the firm moved from its former location, where it operated in 3,000 square feet of floor space, to a new building affording 9,000 square feet of floor space. In addition to packing operations, the new establishment houses a large modern refrigerated storage, offices and processing facilities.

At the end of the spring season, 1959, Hand Rose Farms' sales had increased 100 per cent over those of last season, and plans are under way to build a 3,500 square foot addition to the present establishment.

NEW manager of Cooperative Rose Growers, Inc., Tyler, Tex., is Joe Burks, who was promoted after the former manager, Leon Miller, recently left the nursery. Joe Gillon has been promoted to the position of sales manager.

DAVID L. CUNNINGHAM, formerly vice-president and member of the board of Descanso Distributors, Inc., Chino, Calif., is now a manufacturers' representative with offices at 134 Via Yella, Newport Beach, Calif.

ELECTED president of the Great-er Miami Landscape and Nursery-men's Association, Miami, Fla., was J. H. Newcomb, a Miami tree surgeon.

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FULL-O-LIFE PACKAGED PEONIES

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Quality Stock
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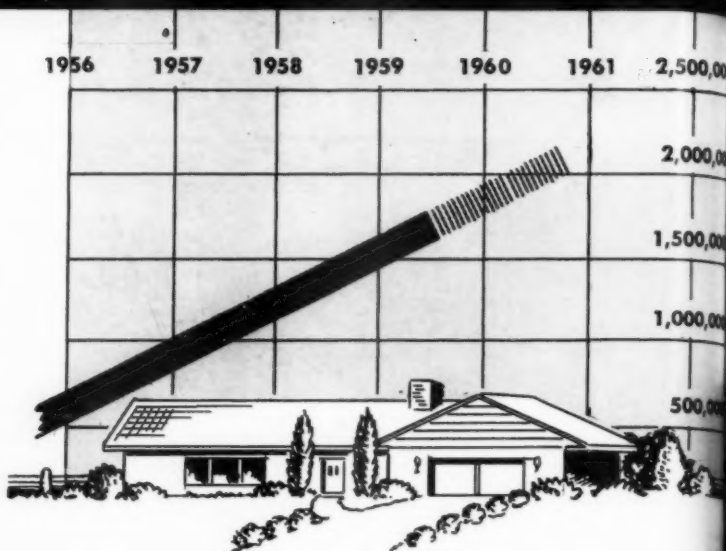
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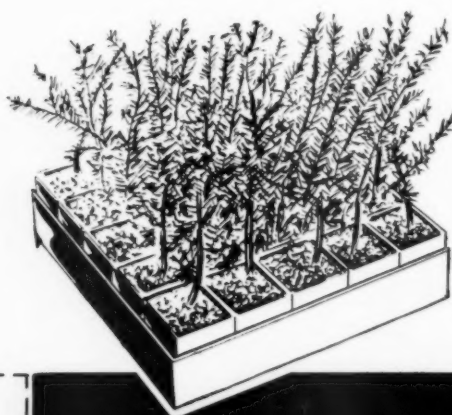


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